

Currently based in Taiwan | Open to relocate internationally | Require visa sponsorship

Design Lead with 8+ years of experience crafting web and mobile products that balance user needs with business goals. With a background in visual communication design and a strong foundation in product strategy, I lead a team of 10 designers at AlleyPin to scale B2B platforms through thoughtful design systems, user research, and cross-functional collaboration. I believe great design builds trust, drives value, and empowers teams to grow. Outside of work, I explore new skills, write about design, and find inspiration in cooking and skiing—practices that keep me adaptive and forward-thinking.

Design Skills

Product & Strategy: Product Thinking, UX Strategy & Prioritization, MVP Definition, Data-informed Design

User-Centered Design: User Research & Interviewing, Usability Testing, Journey Mapping

UI & Interaction Design: Wireframing & Prototyping, Visual Design, Information Architecture, Design Systems

Collaboration & Leadership: Team Leadership & Mentorship, Cross-functional Communication, Agile Scrum

Experience

Design Lead | AlleyPin • Taipei, Taiwan

(September 2024 – Present)

- Leader and directed a high-performing team of 10 designers, driving the design strategy and execution across diverse B2B SaaS solutions.
- Championed the 'Design with Data' initiative, accelerating feature adoption by 15% within just 6 months.
- Promoted the integration of AI tools into the design workflow, significantly reducing repetitive tasks and improving visual project delivery efficiency.
- Organized and executed an "Eat Your Own Dog Food" campaign across teams, leading to the optimization of over 10 product micro-features through hands-on internal product usage.

Senior Product Designer | AlleyPin • Taipei, Taiwan

(April 2022 – August 2024)

- Established and managed the in-house design department, leading 3 visual designers and 1 junior product designer.
- Set up better team workflows, boosting collaboration and delivery speed by 120%.
- Spearheaded UX strategy planning and product prioritization, helping product teams define MVPs in highly ambiguous environments.
- Designed and implemented a centralized design system, reducing the average UI production time from 5 days to 2.5 days and improving overall team efficiency by 80%.

Product Designer (Junior – Mid Level) | AlleyPin • Taipei, Taiwan

(March 2020 – March 2022)

- Led the end-to-end product design for a one-on-one chat feature, from user requirement analysis to high-fidelity interactive prototyping.
- Participated in the full design process for a B2B SaaS clinic management system, including wireframe creation and interaction design.
- Assisted in building the company's first Design Component Library, improving design consistency and supporting the development and QA processes.

- Led the establishment of the company's Corporate Identity System (CIS), ensuring brand consistency across product interfaces and marketing materials.

UI Designer (Junior Level) | Kadan Mobile • Tainan, Taiwan

(June 2018 – September 2019)

- Acted as the lead product designer for DottedSign, building the cross-platform eSignature product from the ground up across iOS, Android, and Web platforms.
- Developed and maintained a unified design system to ensure consistency, scalability, and delivery efficiency across all platforms.
- Served as the visual designer for the product, creating the logo, brand identity system, and defining the overall visual direction.

Education and Certifications

Good Design Award 2024

(November 2024)

Led the end-to-end product design for 1.Talk, which received the Good Design Award 2024 for its user-centric design philosophy and the product's impact in digital interaction.

Bachelor of Fine Arts in Visual Communication Design

(September 2013 – June 2017)

Tainan University of Technology, Tainan, Taiwan