

**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

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## 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.

- UI Designer (Junior Level) | Kadan Mobile • Tainan, Taiwan** (June 2018 – September 2019)

- ## Education and Certifications

**(November 2024)**

## Bachelor of Fine Arts in Visual Communication Design

**(September 2013 – June 2017)**

Tainan University of Technology, Tainan, Taiwan