

work experience

Senior UX Consultant | World Wide Technology, St. Louis, MO



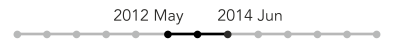
- Provide UX solutions, branding strategies, and design systems with accessibility standards for the product development.
 - Drive design process from ideation to implementation, and perform presentations with low to high-fidelity mockups.
 - Collaborate with product owners, product managers, UX researchers, engineers and stakeholders in agile environment to consistently deliver the highest quality of the product.
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Director of Interactive Design and Technology | TRNK NYC, New York, NY



- Directed the branding and visual design of **trnk-nyc.com**, an e-commerce home-decor website.
 - Oversaw aesthetic quality, functionality, and usability for cross-platform browsers and devices.
 - Provided creative strategies for shopping process and user experience with a goal of creating an innovative e-commerce environment that engages customers.
 - Lead the development of UX/wireframes and web pages while offering technical knowledge and solutions to the team.
 - Designed UX/visuals and built the product listing page, product detail page, shopping cart, and checkout process by applying best practices, industry standards, and internal A/B testing results.
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Senior Interactive Developer | Click3x / ClickFire Media, New York, NY



- Developed websites and mobile applications by applying the latest and most suitable technologies with a focus on responsive and adaptive design.
 - Collaborated efficiently with creative and production teams by providing insights on user-centered design and intelligible development perspective.
 - Communicated with the clients on technical feasibility, gave advice and sorted out problems with “can do” attitude and provided prompt responses, resulting in successful deliverables.
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Projects

- **Samsung Times Square Banner**
 - Created an animated banner that was displayed on the Times Square central billboard to promote the Samsung Galaxy III phone.
 - **BCA 2013**
 - Built the front end and back end for the microsite for Breast Cancer Awareness campaign 2013 hosted by Estée Lauder.
 - **Click3x Timesheet**
 - Facilitated the timesheet fill-in and output process by creating a brand new artist hour system exclusively for Click3X. In charge of UX design and development of both the client side and the CMS.
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Interactive Developer | Click3x / ClickFire Media, New York, NY



- Developed websites, Facebook apps, web widgets and banner ads with ActionScript 3.0. Gradually learned and transitioned skill set from Flash base to HTML and JS. Delivered exceptional results leading to a promotion to Senior Developer.
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Projects

- **Bahamas**
 - Built a visual interactive experience for Bahamas’ official tourism website. Helped finalize the project by adding functionalities and enhancing usability.
- **Daffy’s Birthday Candle**
 - Developed a Facebook app that virtualized a birthday candle on the cake by using the built-in microphone to simulate “blow out the candle” action, attracting 4,350+ users to the app.

- Executed all aspects of creation for websites and applications including concept development, storyboarding, wireframe prototypes, user interface design, and programming.

honors and awards

- 2020 **Cisco Partner Innovation Challenge / Finalist** | Nipper - The online collaboration tool
- 2017 **The Webby Awards / Winner of Personal Blog/Website** | Coffee & Chocolate Milk (www.coffeeandchocolatemilk.com)
- 2016 **Awwwards.com / Honorable Mention** | TRNK NYC (www.trnk-nyc.com)
- 2014 **Awwwards.com / Honorable Mention** | Mili Kuo Portfolio (www.milikuo.com)
One Page Love / Featured | Mili Kuo Portfolio (www.milikuo.com)
- 2011 **creativity.com / Featured** | Daffy's Birthday Candle Facebook App
- 2007 **Entelechy / Best Portfolio** | Portfolio 2007
Digital Art Show / Featured | Dreams - a musical interactive experience

technical skills

- Creative Tool** | Figma, Sketch, Adobe Creative Suite, InVision, Abstract, Zeplin
- Front End** | HTML5, CSS3, JavaScript/JQuery, XML, Responsive Design, Action Script 3.0
- Back End** | PHP, MYSQL, Light Python
- E-Commerce** | Wordpress + WooCommerce
- Mobile** | AIR, Phoneygap (IOS/Android)
- OS** | Microsoft Windows, Mac OS

education

- 2005 - 2007 **Savannah College of Art and Design** | Savannah, GA
Master of Fine Arts | Interactive Design and Game Development
- 1999 - 2003 **Tunghai University** | Taichung, Taiwan
Bachelor of Arts | Foreign Languages and Literature Department

language skills

English and Mandarin

Thank you for reading my resume. :)
