

## OVERVIEW

Passionate **Graphic** Designer with strong **UX/UI** foundations, experienced in creating high-impact marketing and product visuals, refining web experiences, and maintaining design systems. Recently responsible for rebranding work during a company merge, aligning visual identity and rolling updates across brand touchpoints.

Actively leverage **AI** tools in daily design workflows to speed up ideation, content refinement, visual exploration, and iteration, improving efficiency while maintaining high design quality. Skilled in Figma and Adobe Creative Suite; collaborative, detail-driven, and comfortable owning projects end-to-end.

## WORK EXPERIENCE

### Graphic designer (full-time)

FieldBuddy | April. 2025 – Present

- Deliver innovative design across web, marketing, and product touchpoints, ensuring consistent brand quality and strong usability.
- Drive rebranding efforts following a company merger, facilitating brand alignment and rollout across key assets (web pages, social templates, decks, and UI visuals).
- Lead the hiring and mentorship of video interns, providing guidance, feedback, and quality control on deliverables.

#### PROJECT: Rebranding (Post-merge)

- Produced a consistent set of updated assets for cross-team adoption (e.g., slide templates, social formats, web modules).

### Graphic designer (Part-time, 32h/w)

FieldBuddy | Jan 2024 – Apr 2025

- Built upon prior design work by refining UI/UX and ensuring strong brand consistency across web and marketing deliverables.
- Created marketing assets across channels (web graphics, social visuals, presentations), ensuring brand consistency and clear messaging.
- Collaborated with the product team to enhance the software interface, improving usability and clarity.

#### PROJECT: Location indicator (Mobile App UX/UI)

- Redesigned mobile location indicators to prevent overflow and improve readability on smaller screens.
- Adjusted layout behavior to support wrapping and a clearer hierarchy and led to an optimized user experience.

### Graphic designer (Internship)

FieldBuddy | Jul 2023 – Dec 2023

- Redesigned FieldBuddy web pages using Figma + Photoshop, conducting competitor analysis to improve visual appeal and user experience.
- Produced a wide range of assets (web graphics, social visuals, presentation slides) while maintaining consistency with brand direction.

#### PROJECTS: Homepage Redesign

- Used competitor analysis to guide layout and visual decisions.
- Iterated with stakeholders to align design with brand direction.
- Post-launch results included 77% growth in branded search (Jan–May 2023 vs 2024), 172% increase in total users, and 186% increase in average time on site.

### UX/UI designer intern

Tellow | Aug. 2022 - Feb. 2023

- Utilized Figma and Adobe Photoshop to continuously improve the visual appeal of the product software. Overall, the *Average page depth* increased by 25,6%, and the *Average time spent on the page* increased by 54,21% in 3 weeks.
- Designed a brand-new landing page from scratch for new product features.
- Delivered marketing materials that can be used across different platforms, fostering integration and coherence.

## SKILLS

- UX/UI Design
- Branding & Visual Design
- Rebranding / Brand Alignment
- Responsive Web Design
- Visual Storytelling
- AI-Assisted Design Workflow
- Stakeholder Collaboration
- Mentorship

## TOOLS

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Wordpress

## EDUCATION

### UX/UI Design

CareerFoundry, online | Aug. 2021 - Aug. 2022

### Bachelor of Business Management

National Taipei University of Technology, Taiwan | 2009 - 2013

## AWARD

### Web Design Competition: First Place

Industry and Agriculture Business Technology and Art Competition

## CERTIFICATIONS

### Figma Masterclass

The designership, online | 2023

### UX Design

CareerFoundry, online | 2022

### UX Fundamentals

CareerFoundry, online | 2021

## LANGUAGE

- English (Fluent)
- Mandarin Chinese (Native)
- Dutch (Basic proficiency)