

WORK EXPERIENCE

International Investing Group

Product Designer Sep. 2024 - Present | Remote

A B2C product in the financial investment sector.

- Redesigned the financial investment platform to improve user flow, navigation, and visual hierarchy, enhancing usability for both institutional and retail investors.
- Rebuilt and scaled the design system for consistent, accessible UI components across complex financial data structures.
- Contributed to UI iteration by aligning with PMs and front-end developers on usability, accessibility, and implementation feasibility.
- Led visual rebranding by designing a modern, scalable logo aligned with the company’s new identity and business direction.

Apexus Tech

UI/UX Designer Feb 2025 – Present | Remote

B2C fintech web platform helping users visualize and manage complex financial data.

- Led the design of a dynamic financial dashboard system featuring editable tabs, customizable default templates, and multi-view layouts optimized for diverse user workflows.
- Built a modular drag-and-drop interface featuring key insights like Performance Overview and Analyst Ratings, grounded in Information Architecture (IA) and interaction design principles.
- Conducted user research and competitor analysis to inform tooltips, onboarding flows, and an embedded knowledge base that reduced friction and improved learnability.

IBM

UX/UI Design Extern Apr 2023 - Dec 2023 | San Jose, CA

A web platform for machine learning designed for users.

- Led the end-to-end design of a machine learning model fine-tuning platform from 0–1, covering UX research, ideation, and prototyping.
- Conducted user interviews and usability testing to uncover ML user pain points, translating insights into personas, journey maps, and design decisions to improve adoption.
- Designed data-driven UI solutions, including wireframes, prototypes, and high-fidelity designs, iterating on feedback to ensure ease of use for both beginners and advanced users.
- Collaborated with cross-functional teams to ensure smooth handoff and alignment between design and development, maintaining consistency throughout the project lifecycle.

UNH3O

Growth Product Designer Apr 2021 - Jul 2021 | Taipei, Taiwan

The startup UNH3O owns Engaged.AI, a B2C Instagram data analysis website.

- Led the design and execution of a product affiliate marketing campaign, collaborating with over 20 influencers to drive a 33% increase in new users and a 247% growth in monthly active users.
- Created two product features, “Instagram Post Analysis” and “Earnings Viewer,” improving usability, product value, and overall user satisfaction.
- Boosted revenue and retention by optimizing sign-up and checkout flows through usability testing and implementing targeted push notifications.

Grindr

Growth Designer Nov 2018 - Oct 2020 | Remote

The world’s largest B2C social networking app for LGBTQ+ users.

- Redesigned subscription and paid promotion features, improving user flows and increasing click-through rates by 15% through A/B testing.
- Designed culturally tailored Google display ads for 12 regions and collaborated with the Google Ads team to measure effectiveness, driving +286% DAU during COVID-19.
- Developed user growth strategies and organized online/offline product launch events across APAC, achieving +33% user growth in Taiwan within a quarter.
- Led seasonal UX strategies and mentored interns, enhancing the app’s visual quality, engagement, and team development.

SUMMARY

Emily is a product designer with nearly 4 years of experience, specializing in user-centric and data-driven design.

She holds a Master’s degree in Design and has worked on B2B, B2C, and web products, helping businesses expand across markets.

Her focus is on crafting and testing user journeys to boost acquisition, optimizing onboarding to increase activation, and driving engagement strategies that retain and convert users for sustainable growth.

EDUCATION

University of California Santa Cruz

Sep 2022 - Dec 2023
Master of Science Human-Computer Interaction (HCI)
Santa Clara, CA

Chinese Culture University

Sep 2018 - Jun 2021
Bachelor of Business Administration in Advertising
Taipei, Taiwan

SKILLS

Design

Prototyping	Wireframing
Interaction Design	User Flow
Mobile Design	Accessibility
Responsive Design	Design System
Visual Design	UI/UX Design

Research

Research Interview	Persona
Heuristic Evaluation	Storyboard
Competitive Analysis	Usability Testing
Information Architecture	

Tools

Figma	Sketch
Adobe: Photoshop	Adobe: Illustrator
Adobe: After Effects	Axure XP
Zeplin	Python