



WORK EXPERIENCE

Product Designer

Baywood Studio |

Full-Time

Aug 2024 - Present, CA

- Scaled Baywood Studio into a \$5K/month business by integrating product design with market strategy.
- Led end-to-end brand and product design across Etsy shop, website, packaging, and pop-up displays.
- Applied user insights from markets to refine product, pricing, and growth strategies.
- Designed and handcrafted jewelry collections, transforming artistic concepts into sellable products.

UX Web Designer

Nogle | Contract

Apr 2024 - Jul 2024,

Remote

- Designed and launched **responsive B2C websites** for small businesses in e-commerce, education, media, and food service.
- Built interactive **wireframes** and **prototypes** in **Figma**; delivered sites using **Framer**, **Webflow**, **WordPress**, and **Wix**, tailored to client needs.
- Led **discovery sessions** and **user research**, conducting regular client reviews to refine UX/UI through iterative design.
- Collaborated with engineers on reusable code for efficient **front-end** development.

UX/UI Designer

AccoAI | Full-Time

Oct 2023 - Jul 2024, CA

- Designed user-centered interfaces and workflows for an **AI-powered web app** that streamlines scheduling and client acquisition for accounting firms.
- Collaborated with founders to define product direction and improve usability, contributing to a valuation increase from \$10K to \$2M in **pre-seed funding**.
- Designed and built the company **website**, strengthening product storytelling and engagement for users and investors.

App Designer &
Developer

San Francisco Fleet
Week Association |

Full-Time

Jun 2022 - Nov 2023, CA

- Owned the redesign of a **B2C entertainment app**, aligning UX and visuals with the organization's website for a cohesive experience across platforms.
- Redesigned all **visual components**, including icons, color palette, typography, and layout to enhance readability, accessibility, and visual appeal.
- Solved a key navigation issue, reducing task time from 7 minutes to under 1 minute.
- Developed the app using **HTML**, **CSS**, **JavaScript**, and launched via AppMachine on **iOS** and **Android**, leading **QA** for a smooth release.

EDUCATION

Master of Arts - Interaction & UI/UX Design

Academy of Art University

Sep 2021 - May 2023, United States

Bachelor of Arts - Art and Design

Yuan-Ze University

Aug 2015 - Feb 2019, Taiwan

TOOLS & SKILLS

Figma	HTML/CSS	JavaScript	Prototyping	Wireframing	User Research
Adobe XD	Photoshop	Illustrator	After Effect	Premiere Pro	Usability Testing
Framer	Webflow	Shopify	Wix	Wordpress	Responsive Design