

SUMMARY

- **10 years in mobile native UX design** / 17 years total UX design and development experiences
- Experiences in **mobile, wearable,** and **web** UI/UX design, both for enterprise and consumer-facing applications
- **Agile** User-centric UI strategy planning, design and testing
- Strong focus on
 - User research
 - Information architecture and interaction design
 - Interactive prototypes
 - Usability testing and analysis, both in the lab and on the field.
- Advocate of **d.school design thinking** and **user-centric** design practices
- Design Tools: Post-It, Sketch App, Zeplin, Flinto, Keynote, Adobe Photoshop, Adobe Illustrator, HTML, CSS, JavaScript

EXPERIENCE

05/2011 - 06/2016

Lead Mobile Interaction Designer

TripAdvisor Inc, Palo Alto, CA

Lead interaction design on mobile platforms (iOS, Android and mobile web) and wearables (Apple Watch).

Tasks involved User Research, Information Architecture, Interaction and Visual Design, Interactive Prototype, User Testing.

TripAdvisor is the world's largest travel company, reaching over 390 million unique visitors per month, and over 500 million reviews from travelers worldwide in 28 languages.

TripAdvisor Mobile App (iOS and Android)

- Lead full redesign of TripAdvisor mobile native apps
- 5 million unique users per day
- Featured and selected as the essential travel app in App Store
- Maintained a user rating of 4.5+ stars since redesigned
- MITX Award Winner, Debby People's Voice Award, USAToday Reader's Choice, About.com Reader's Choice, Magellan Award, World's Travel Award.

TripAdvisor Apple Watch App

- Partnered with Apple to design TripAdvisor Apple Watch app prior to Apple Watch's public launch
- Included in Apple's Apple Watch launching media kit to introduce Apple Watch experience to the media prior to public launch
- Named by CNN, CNet, MacWorld as top Apple Watch travel app

TripAdvisor City Guides (iOS and Android)

- Designed and launched within 4 months for TripAdvisor as two brand new mobile native apps
- Reached a million downloads within three months of release while maintaining a user rating of 4.5+ stars
- Selected as one of the official London Olympic mobile apps
- Named by Glamour magazine as one of the best 50 apps ever created.

12/2009 - 04/2011

Senior Mobile Interaction Designer

Epocrates Inc, San Mateo, CA

Lead the redesign of Epocrates flagship iPhone app.

Tasks involved: User research, user profiling, information architecture, user interaction task flows, interactive prototypes, user testing, visual design

Epocrates provides medical information to healthcare professionals via various mobile platforms such as iPhone, Android, Blackberry, Palm, Windows Mobile, and on the Web. It had over a million medical professional users and every one out of three doctors in the United States used Epocrates.

10/2007 - 12/2009

Senior UI Designer

NearbyNow Inc, Mountain View, CA

Lead UX design for both mobile and Web products.

Tasks Involved: User research, user profiling, information architecture, user interaction task flows, interactive prototypes, user testing, visual design

NearbyNow was a startup company that provided consumers a way to find products in physical stores near them via a web or mobile service. We also designed/developed iPhone apps for magazines such as GQ, Runner's World, Brides, etc, and malls companies such as Westfield to help them take advantage of mobile phones as a new commerce platform.

Projects:

- 8 iPhone apps (GQ, Brides, CosmoGirl, Runner's World, etc)
- Destination Site Web Design
- Webmall Web UI design
- SMS Text Service Design

01/2007 - 09/2007

Senior Web UI Designer*Akamai Technologies, San Mateo, CA*

2001 - 2006

Web/UI Designer/Developer*European Rolling Shutters Inc. San Jose, CA*

2000 - 2001

IA / Software Integration Manager*Angel Engineers Inc.. Sunnyvale, CA*

1999 - 2000

Web Designer / Front End Developer*Harry's Farmers' Market, Alpharetta, GA***EDUCATION**

1996 - 1998

Master of Fine Art, Computer Arts*Academy of Art University, San Francisco, CA*

1990-1994

Bachelor of Science, Botany*National Taiwan University, Taipei, Taiwan*