

Kuanyu Tung

Product Designer

kuanyutung.com
kuanyutung
dreamtung@gmail.com

EXPERIENCE

UX/UI Designer | MyStartr

Feb 2022 - Present Kuala Lumpur, Malaysia (Remote)

- Redesigned the entire website's visual style and user experience and 90% of users provided positive feedback on the new version.
- The new version successfully increased website traffic and user engagement, resulting in nearly 60% growth.
- Optimized the payment process by introducing more practical payment options and reducing transaction steps, thereby improving payment efficiency.
- Designed an internal membership and project management system for the company, facilitating the transition towards online project applications.
- Led colleagues in user journey workshops, enhancing the team's understanding and consensus on user-centric experiences.

Product Designer | InfoBoom

Feb 2020 - Nov 2021 (1Y9M) Taipei, Taiwan

- Collaborated with developers and product teams in an agile approach for new product development and iterations, achieving rapid development goals.
- Led the establishment of a 0-1 new product design system, employing modular design components, to assist the design team in a more efficient product design process.
- Enhanced the user experience for existing iOS, Android, and Desktop products, aiming to boost user satisfaction and engagement.
- Led the design team in redesigning the official website to attract potential customers for conversions.

Freelance UX/UI Designer | Self-Employed

Apr 2019 - Feb 2020 (1Y) Remote

- Created web and mobile applications for AI hotel platforms and lodging reservation management systems.
- Integrated brand visuals and improved information architecture for a start-up AI medical product company, increasing brand recognition and conveying services effectively.

UX/UI and Visual Designer | TaiDoc

Sep 2017 - March 2019 (1Y7M) New Taipei City, Taiwan

- Redesigned health management app interface, improving usability and enhancing overall user experience.
- Developed visually appealing UI for the brand's official website, driving increased traffic and improving brand perception.
- Collaborated with the marketing team to implement effective social media strategies, resulting in an increase in interaction rate and improved brand visibility.

EDUCATION

National Taiwan University of Arts

2013 - 2017, New Taipei
Department of Visual Communication Design

National Taiwan University of Arts

2015 - 2017, New Taipei
Creative Media Production Industry Program

INDUSTRY KNOWLEDGE

Product Design
User Interface
User Experience
Interaction Design
Wireframing
Rapid Prototyping
Design Research
Information Architecture

SKILL

Figma, Sketch, Zeplin,
Adobe Creative Suite
HTML, CSS, JavaScript,

LANGUAGES

Mandarin (Native)
English (Fluently)
Thai (Basic)

童冠瑜

UX/UI Designer

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EXPERIENCE

UX/UI Designer | MyStartr Sdn Bhd

Feb 2022 - Present 吉隆坡，馬來西亞（遠端）

- 重新設計整個網站的視覺風格和使用體驗，透過抽樣調查，我們得知約 90% 的用戶給予新版本正面回饋
- 新版本成功提升網站的瀏覽量和用戶參與度，增長約近 60%
- 優化付款流程，導入更實用的支付選項並縮短交易步驟，提高付款效率
- 設計公司內部會員及專案管理系統，協助公司達成專案申請線上化目標
- 帶引領同事參與使用者旅程工作坊，增進團隊對用戶中心體驗的認識及共識

Product Designer | 訊苗科技

Feb 2020 - Nov 2021 (1Y9M) 台北，台灣

- 與開發人員和產品團隊合作以敏捷方法進行新產品開發及迭代，達到快速開發的目標
- 主導 0-1 新產品設計系統建立，模組化設計元件，幫助設計團隊更有效率的進行產品設計，實現設計與開發的一致性
- 優化既有 iOS、Android 以及 Desktop 產品的使用體驗，提升用戶體驗，以提升用戶滿意度和參與度
- 帶領設計團隊重新設計官方網站，打造公司品牌形象及建立清楚的資訊架構，吸引潛在客戶進行消費

Freelance UX/UI Designer | 自由接案

Apr 2019 - Feb 2020 (1Y) 遠端

- 與產品經理和開發人員合作，開發 AI 酒店平台和住宿預訂管理系統的 Web 和移動應用程式
- 為初創的 AI 醫療產品公司官方網站建立清晰的資訊架構，幫助潛在客戶對公司提供的服務和產品有更深刻的印象和了解

UX/UI and Visual Designer | 泰博科技

Sep 2017 - March 2019 (1Y7M) 新北，台灣

- 為健康管理應用程式重新設計更易用的界面
- 設計公司旗下多個子品牌的官方網站
- 與行銷團隊密切合作，在社交媒體上進行行銷策略，增加社群媒體互動率及追蹤人數

EDUCATION

國立臺灣藝術大學

2013 - 2017, 新北
視覺傳達設計學系

國立臺灣藝術大學

2015 - 2017, 新北
創意影音製作學程

INDUSTRY KNOWLEDGE

Product Design
User Interface
User Experience
Interaction Design
Wireframing
Rapid Prototyping
Design Research
Information Architecture

SKILL

Figma, Sketch, Zeplin,
Adobe Creative Suite
HTML, CSS, JavaScript,

LANGUAGES

中文（母語）
英文（工作使用流利）
泰文（基礎）