

HSIEH CHENG-YI

Multidisciplinary Designer with Expertise in UX Research and UI Design.

A versatile designer specializing in user experience research and user interface design, with a unique blend of software development and digital marketing expertise. Excels at uncovering user needs through in-depth research and transforming insights into intuitive interfaces. Leverages hands-on development experience for precise cross-functional communication, ensuring product alignment with design vision. This interdisciplinary background enables approaching challenges from multiple angles, employing linguistics, service design, and data-driven decision-making to craft solutions balancing user needs with business objectives.

CONTACT

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- Portfolio <https://hsiechengyi.com>

EDUCATION

- M.A. Interaction Design, National Taipei University of Technology (Expected 2025)
- B.A. Interaction Design, National Taipei University of Technology (2019-2023)

LANGUAGES

- Mandarin: Native
- English: TOEIC 950
- Japanese: JLPT N1

SKILLS

- User Experience Research / User Interview
- Design Thinking
- Visual Design
- User Interface Design / Micro-Interaction Design / Design System
- Prototype
- Cross Disciplinary Integration

TOOLS

- Figma
- Photoshop / Illustrator
- After Effect / Lottie
- HTML / CSS / JS / REACT

EXPERIENCES

UI Designer Intern, UXI Design Inc. (2022 Mar. - Sep.)

- [B2C FinTech Project] Delivered high-fi prototypes and illustrations aligned with industrial design guideline and client's brand identity.
- [e-Education Project] Delivered illustrations based on client's brand identity.

ACHIEVEMENTS

Nominated in UX Design Awards & VGW Awards (2024 Jul.)

- Participated in competitions with the personal project "Zica". Conducted in-depth user research to identify pain points and expectation of non-native learners, combining with competitive product analysis to craft the solutions.

Experience of Figma plugin "Spaciing" development (2022 Jul. - Now)

- Developed custom tools to streamline design process inside Figma. Highly recognized by designer community and gained over 6K downloads, received recommendations from designers worldwide, including France, Russia and Japan.

WORKS

Zica: An Interactive Chinese Characters Learning Materials Designed for International Students in Taiwan. (2024 Feb. - Jul.)

- Compiled challenges and pain points faced by non-native learners in learning Chinese characters through literature review and interview.
- Performed competitive analysis and leveraged value proposition map as well as business model canvas to create product highlights.
- Developed high-fi prototype using React Native.

iOS APP "Nomora" (2023 Jul. - Aug.)

- Compiled size suggestions for computer workspace through literature review and transforming results into interactive app experience independently.
- Developed website for app showcase. Creating design system to ensure the coherent experience between app and website.

Personal Website Development and Maintenance (2022 Sep. - Now)

- Crafted personal visual identity plan thorough mood board method
- Developed highly flexible design system that support RWD and dark mode based on Tailwind CSS. Leveraged OKLCH color model to deliver accessible and dynamic color palettes.
- Independently deployed website, using Wordpress as CMS.
- Integrated with Google Analytics as site performance monitoring tools, combined with google tags to actively track conversion for specific campaign.

