Cyuan-Tai Chen
(Henry Chen)

AVP, Digital Experience Design Lead

⦿ New Taipei City, Taiwan

Work experience 12~ years

Hi, I am Henry Chen, a product designer with over 12 years of experience in structuring, developing, and implementing digital experience design. I have diverse industry experience, including financial, travel, green-tech manufacturing, information technology, life insurance, medical, e-commerce, and gaming.

I excel in creating design solutions that are not only pleasant but also align with business goals. I am adept at translating abstract concepts into tangible design deliverables, ensuring user needs are met effectively.

I believe design has the power to positively impact the world and the people around us. In my free time, I enjoy reading to expand my understanding of the world, cooking to master skills for healthy and cost-effective living, and maintaining exercise habits to stay focused and energized for daily challenges.

As a product designer, I am compassionate and skilled at working with diverse teams. I communicate openly with team members, helping to align everyone toward the same vision and goals. My experience has honed my ability to cultivate domain knowledge, understand business flows, and build strong relationships as a trusted and strategic advisor. I am committed to developing and maintaining user-success strategies, supporting user groups, and ensuring the continued value of our products and services through effective communication, training, and support.

in https://holyman1010.github.io/

Skill

UI Design

- User interface design (Web/App)
- Hi/Lo-fi Wireframe
- Prototyping (Figma/HTML)

UX Design

- User/stakeholder interview
- Usability testing
- Design Thinking Workshop

Design Ops

- Design Language System
- Design tool/workflow
- Talent management
- Vendor/Budget management

Product/Project

- Competitor research
- Business analysis
- Conversion rate optimization
- Project management
- Vendor management

Programming/CICD

- HTML5/CSS3
- SASS/SCSS
- Javascript
- jQuery
- Git
- Github

Language

- Chinese (Native)
- English (Business)
- Japanese (Intermediate)
- German (Beginner)

My Design Process

1. Understand and define questions

Conduct user interviews and usability testing.

2. Ideation

Brainstorm, wire-framing, flow chart, UI flow

3. Design and implement

Low-fidelity mockups, high-fidelity mockups

4. Test and iterate

A/B testing, usability testing

Work experience

UXUI Design Lead

VIVOTEK 晶睿通訊股份有限公司 • Dec 2023 - Now

- Lead and guide the design team, ensuring their work aligns with the company's design standards and product objectives.
- Design the user interface and user experience for VORTEX monitoring software to ensure product usability and accessibility.
- Work closely with product managers and development teams to ensure the realization and execution of design solutions.
- Collaborate with VIVOTEK's team to ensure the design of VORTEX integrates with VIVOTEK's products and maintains consistency.
- Ensure design work adheres to schedules and budgets while maintaining high-quality design standards.
- Continuously improve and optimize the product's user experience through user feedback and testing.
- Facilitate effective communication and collaboration across departments, including with development teams, product managers, and other stakeholders.

AVP, Digital Experience Design Lead

China Development Financial Holding • July 2021 - Feb 2023

- Assisting the subsidiary in problem definition, evaluating options, and providing design solutions.
- Applying user interviews and usability testing to assist the subsidiary in optimizing its daily operations, website, and app.
- By leading design thinking workshops with the subsidiary, helping to focus and define core business issues, and subsequently determining action plans and strategies.
- Drive design across the organization through appropriate usage of design methods and delivering digital experiences.
- Support the head of the department in championing a customer-centric design culture, maintaining high levels of productivity and engagement in the design function.
- Prioritize initiatives and user stories to support business plans and timelines.

Design Producer

Gogoro Taiwan Limited_睿能創意股份有限公司 • Feb 2020 - July 2021

- Manage design projects, work-back schedules, design deliverables, and coordinate resources

- Support Design, Research, Engineering, and PM partners to drive design deliverables for each product cycle
- Organize project kick-off meetings, critiques, check-ins, and weekly team meetings
- Track project progress and maintain awareness of team status
- Working closely with projects leads to aligning workflow, facilitating communication, and eliminating bottlenecks.
- Communicate expectations and dependencies across multi-disciplinary teams, ensuring the smooth delivery of milestones

Product Design Lead

AsiaYo · April 2017 - Feb 2020

- Leading, Developing, and Implementing Design Systems into the product team.
- Responsible for B2B/B2C Web/App Product UI/UX refactor, iteration, and update.
- Developing and implementing Design Ops to collaborate with a cross-functional team.
- Define User journey map/Persona with User interview and on-field research.
- Utilize monitoring tools to conduct CRO and user experience optimization.
- Leading a corporate rebranding initiative to finalize the Corporate Identity System (CIS).

Senior UI/UX Designer

HongKu Info Co., Ltd · May 2016 - April 2017

- Responsible for B2B/B2C Web/App Product UI/UX design.
- Prioritizing project deliverables and assigning, reviewing, and approving work.
- Creating low/high fidelity prototypes and conducting user testing.
- Defining UI guidelines on a clean, well-structured, and easily maintainable principle.

User Experience Design Specialist

SAP · Oct 2014 - April 2016

- Conduct user research with stakeholders to analyze business needs and goals.
- Responsible for delivering clean, user-centered UI designs that align with both user experience and business objectives.
- Serve as a dynamic function role to support the different stages of the project.
- Collaborate with the development team to implement the design system for the product.

UI/UX Design Lead

Pchome Online Inc. · Jan 2014 - Sep 2014

- Responsible for Web/App UI/UX designs, graphics, and mockups for digital products.
- Design, develop and implement design guidelines.
- Collaborate with product management and engineering to deliver a well-thought user experience.

Senior Web Designer

GameFlier International Corporation · Mar 2011 - Dec 2013

- Create the website's visual imagery and ensure it is in line with the company branding policy.
- Design gaming graphics, animations, and post-production digital photographs.
- Responsible for front-end web development, collaborating with backend engineers to achieve the final output.

- Utilizing After Effects to create captivating motion graphics and videos that align with the requirements of vendors and project managers.

Graphic Designer

ShSpa Inc. • Dec 2009 - Dec 2010

- Create visual elements such as images and illustrations to deliver the product's key selling points.
- Crafting visual compositions for packaging, manual and graphic design.
- Managing social media platforms, curating and maintaining up-to-date content.

Education

國立台灣科技大學 National Taiwan University of Science and Technology (Master)

The Department of Design, College of Design

2020 - 2022

Courses 4.0 GPA

Graduation thesis:

A Study on the User Experience of Securities Mobile Applications Based on the Service Design Perspective

國立台灣海洋大學 National Taiwan Ocean University (Bachelor)

Bachelor of Engineering (BEng), Department of Merchant Marine
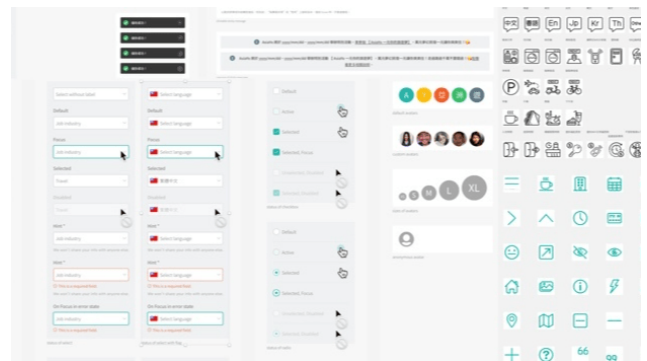
2003 - 2008

Projects

Strengthen Engagement

Our goal for the project was to increase the sense of security and decrease friction during the booking process. We want to help our users have more flexibility while planning their trips.
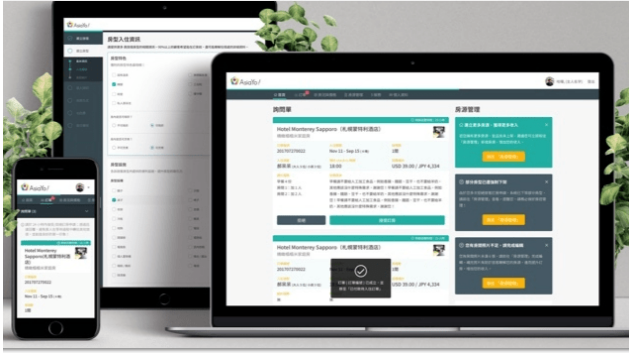
Major responsible in UX/UI design and project management.

Design Foundation

As a team grows, its processes become more difficult to manage. Without a standardized workflow or toolkit, the team's inefficiencies and inconsistencies will eventually work their way back into the product. Establishing the workflow became my first mission in this company, and bringing the Design System concept to the development team.

Major development is responsible for Design ops, UI design, and front-end development.

e-Host 2.0

The e-Host is designed for the homeowner to help them connect to the traveler. Also, keeping their daily tasks more efficient was our top priority in e-Host 2.0. It is also essential to understand how a homeowner develops their order and maintains a relationship with customers. This background knowledge could help us to build a better product for a homeowner to run their business professionally.

Major responsible for UX research, interaction, and Visual design.

User Research & Design Workshop

One of AsiaYo's cultures is "Data-driven," but most data here represents revenue, sessions, and CVR. That result stands for quantitative data and it is hard to understand our user's why and motivations. We want to utilize a series of UX research and methods to find out what our user's shape is. Further helping the cross-function team to gain more background knowledge and understanding of our target audience.

Major responsible for UX research, workshop facilitator, and visual design.

AsiaYo Booking App

AsiaYo has been providing a booking service for users on the web platform for the past three years. In the meantime, we found out the traffic that comes from mobile devices has increased recently. So we would like to try out the impact of the iOS platform and want to take advantage of its unified user experience and better client device performance.

Major responsible for interaction design , UX design, and visual design

Hi, I'm Henry, Cyuan-Tai, and it's a pleasure to meet you! With 12 years of industry design experience, I'm a product designer who has worked across various domains including finance, banking, securities, life insurance, travel, online gaming, healthcare, electric scooters, and SaaS tool services. I possess a diverse skill set, enjoy creating design solutions that are delightful and aligned with business objectives, and excel at transforming abstract concepts into tangible, viable designs. I approach problems with a user-centered mindset, dedicated to adding more value to the end-users of products.

I find immense enjoyment in being a designer as it allows me to make a positive impact on the world. During my downtime, I love making videos, writing articles, cooking, and staying active, all of which provide me with ample inspiration to apply to my design work.

I believe I am well-suited for the role of a UI/UX designer due to my extensive product design experience and a mindset for design resource management. In my most recent position at a financial technology company, I served as the Digital Design Lead, responsible for driving the application of design methodologies across the organization and enhancing digital experiences. During this time, I successfully orchestrated cross-functional collaborations, integrated new design methods into company processes, and improved productivity and user experiences. Additionally, I actively applied Design Ops methodologies to enhance the efficiency and effectiveness of the design team.

Previously, I held roles as a product designer, gaining practical experience throughout various stages, from planning and design to prototyping, feedback collection, and communication with developers. I led design teams, optimized collaboration workflows, and nurtured team growth while ensuring positive designer work experience.

I'm adept at various prototyping, testing, and design tools, including Figma, Sketch, Adobe Creative Suite, and I also focus on Design Ops, brainstorming ways to enhance the operations of design teams. I possess strong communication skills, offering clear guidance to others and facilitating cross-team communication. Additionally, I'm proactive in learning new technologies, staying attuned to design trends, and assessing when to introduce new tools and methods to the team.

I believe UI/UX designers should possess keen insights and a passion for user experience to truly deliver value through design. Thus, I place significant emphasis on user feedback and data analysis to optimize product experiences and elevate user satisfaction. I strongly believe that excellent user experiences are pivotal to product success, motivating me to continuously learn and research ways to enhance user experiences and development processes.

I also recognize that a UI/UX designer must balance design and technology, which is why I possess fundamental front-end skills such as HTML, CSS, and JavaScript. These skills enable me to better understand the interplay between product design and technical implementation, fostering improved collaboration and communication.

Lastly, I want to emphasize my proactive attitude and strong sense of responsibility. I thrive in the face of challenges and view them as growth opportunities. I approach my work with passion and drive, maintaining calm and efficiency even under pressure. I believe these traits make me a standout UI/UX designer who can contribute effectively to any team. Thank you.