



Ann Tai Chiahui

UI UX Designer

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ABOUT ME

I like to explore different ways in finding the design solutions via projects or through a lot of practicing. I enjoy the process of design, discovering things with which I am not familiar, and by understanding it without assumptions and doing by learning, especially side projects. I am also learning to code and experiment via Codepen. Herein exists some details about me. :)

VOLUNTEER

- **Designed.org** - *work with other volunteers to make the design mentor platform better.*
- **Food Bank in Mill Bay, Vancouver Island, Canada** - *Routine Food Distribution and event support.*

SIGNATURE STRENGTHS

- Analyzing existing content, products, and designs, identifying areas of weakness, and creating improved prototypes that elevate desirability and usability, driving bottom-line gains.
- Best-practice UX/UI development and design: user experience research, prototyping, process flows, usability testing, CMS systems, documentation, mobile & responsive design, web analytics, wireframes, and information architecture.
- Bi-Lingual (English/Chinese); builds productive professional relationships with diverse populations and stakeholders, comfortable communicating, advising, and influencing at all levels of an organization.
- Multi Multidisciplinaries: Marketing and Content. Adaptive to different working environments: enterprise and startup. Highly self-motivated and constantly improving myself by doing projects.

EDUCATIONAL ACHIEVEMENTS & PROFESSIONAL CERTIFICATIONS

Web/Mobile Development, UI/UX Training; UX Academy, DesignLab
Project Management Professional (PMP) Certification; Project Management Institute(PMI)

Master of Arts, European Studies & Bachelor of Arts, English
Tamkang University, Taipei; Magna Cum Laude, 4.0 GPA

BACKGROUND

EXPERIENCE

June 2016 - Present

Ruboss Technology Corporation

UI/UX Designer

Based in Victoria, BC, Canada, Ruboss builds startup product and also builds their own startup called Leanpub as well as design products for clients, working in close collaboration with customers.

Create user-centered design from product research to user-testing, through design iteration to refine products and improve user experience

- Research and develop the UI and UX design of web, mobile and desktop applications for both current Leanpub application online and the project management application from client side.
- Develop user flow, wireframes, interaction design, visual mockups, layouts, user interface elements and graphic assets for production workflow and marketplace of both Leanpub application and the project management application. Current projects include desktop app and mobile (apps)
- Build interactive prototypes with responsive design which supports desktop and mobile web. Tweak HTML and CSS in code to facilitate developers.

February 2014 - May 2016

HTC Corporation - Taipei, TW

Senior Content Specialist - Zoodles Kid Mode

Global online service (Kid Mode); provides digital educational content/games to 8M+ preschoolers and their families.

Led an eight (8) member educational analyst team to select, edit, and create storybooks in 10 languages for the Kid Mode application; manage content licensing, curation, and app/game media updates with a strong focus on providing high quality content and user experiences while elevating product performance. Drive positive revenue results and create competitive advantage through unparalleled continuity, quality, and digital strategies.

- Guided project management for technology (web, app) creation, testing, and implementation; search and execute HTML5 games, lead QA testing, CMS requirements, content flow, and wireframe development.
- Built consensus around diverse and divided project teams; foster a culture of excellence, innovation, and continuous improvement and define vision for future products and services.
- Collaborated with international outsourced artists and voice talent professionals to develop and bring to market copyrighted children's books; successfully created/published 10 books to date.

December 2013 - December 2015

EVERGREEN INTERNATIONAL - REMOTE

Freelance Translator (Part-time, Contract)

Translated hotel shopping guide items from Chinese to English; adhere to strict professional guidelines, confidentiality protocols, and project deadlines, completing work with maximum accuracy and efficiency.

March 2011 - July 2013

OCZ TECHNOLOGY - Taipei, TW

Product Marketing Specialist

Toshiba Group Company and leading provider of high-performance solid-state storage products (SSDs).

Provided product marketing guidance and modernization, set strategy, created synergistic opportunities, and continually positioned the organization for success; worked with cross-functional and executive leadership teams to develop compelling written and visual content for all aspects of product marketing and sales.

- Formulated strategies and implemented plans that drove market penetration; served as primary liaison for PR and product reviews with Tier 1/2 media.
- Planned and executed branding, special promotion, user experience, and game expo events in global markets (Australia, Thailand, Singapore, Malaysia, Japan, South Korea).
- Project managed corporate participation in critical industry shows; successfully represented

SIDE PROJECTS

- **Collectful** - Coding in Progress
The intention is to reduce various lists in different places. It collects our items on the platform and share them with friends or coworkers.
- **Volunteer Connect** - work in progress
The platform is community-based and trying to help match volunteers and the local non-profit organizations.