

# JOY.PA

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Experienced UX/UI and product designer with a proven track record of over 7 years in the industry. As a lead product designer at Udelv, I successfully collaborated with prominent retailers such as Walmart, and Toyota, driving significant market exposure and securing funding. Recognized for exceptional efficiency, I consistently meet project goals within tight deadlines.

## SKILLS.

Product Design  
UX / UI Design  
User Research  
Visual Design  
Graphic Design  
Web Design  
Mobile Design  
Branding Design  
Motion Graphic Design

Typography  
Illustration  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe InDesign  
Adobe Premier Pro  
WordPress  
Sketch App  
Figma  
Drupal  
Invision  
Google slide  
Keynote  
PowerPoint

HTML / CSS  
JavaScript  
jQuery Mobile

## EXPERIENCE.

### UX UI Designer (Contract)

Walgreens | Remote

Sep 2022 – Feb 2023

- Design and implement features for Walgreens' live COVID-19 + Flu testing platform, resulting in a noteworthy 2% increase in user completion rate within the first month of launching the features.
- Conceptualize ideas and translate requirements from key stakeholders and business partners into user flows and meticulously craft designs.
- Lead brainstorming sessions and spearhead the development of a cutting-edge digital healthcare pharmacy site and payment system, envisioning the future of the industry.
- Restructure key user flows to enhance the Walgreens pharmacy team member admin dashboard, improving efficiency and usability.
- Support the marketing team by delivering creative solutions and designing layouts that align with business objectives and enhance the overall user experience.

### Lead Product Designer

Udelv | Burlingame

Oct 2017 – Feb 2022

- Lead the user experience design for Udelv mobile applications on both iOS and Android platforms.
- Manage the design process throughout the entire project, diligently tracking errors and edge cases, observing user interactions, and consistently prioritizing user-centered design principles.
- Create and develop comprehensive Udelv standard guidelines and design system, ensuring a consistent and accessible experience while maintaining a cohesive brand identity.
- Iterate on the design of the mobile app and dashboard, resulting in a remarkable 10% increase in package retrieval rate and reducing loading and unloading times by 5%.
- Collaborate closely with the CEO, engineers, and other team members to conceptualize, develop, and successfully launch the Udelv apps in 2018 and the Udelv merchant dashboard in 2019, taking the products from conception to market with great success.

### Visual Design Intern

Mercatus | San Mateo

Jun 2017 – Aug 2017

- Support the marketing team and creative director by providing creative solutions and design layouts aligned with business objectives.
- Produce aesthetic visual graphics, leveraging design products for advertising collateral, presentations, videos, web, printed graphics, and digital assets.

### UX UI Visual Design Freelance

JoyDesign | San Francisco Bay

Jun 2015 – present

- Design and develop visually captivating products with the aim of leaving a lasting impression on clients and the general public. Notable clients include Bridges Global Education, DeepView.AI, Plexuss, Viewspot (Travel), Config Consultants (Cloud), Crezdio (Architecture website), and more.
- Utilize brainstorming techniques to generate innovative ideas and translate them into visually appealing and pixel-perfect designs.
- Collaborate closely with engineers, designers, and product managers to ensure a comprehensive understanding of requirements, enabling the delivery of creative and well-thought-out solutions.

## EDUCATION.

### MFA, New Media & Web Design

Academy of Art University | San Francisco

Sep 2013 – Dec 2016

- Apply user research, testing, wireframe and prototype to the thesis project.
- Build websites by using Drupal, Wordpress and HTML/CSS/JS

### BFA, Fine Art

Taipei National University of the Arts | Taipei

Sep 2008 – May 2012

- Learn Adobe Creative Suite and implement skill sets in the digital arts.