

SUMMARY

20 years product design experiences. 11 years in mobile native app design.

Highly effective in full design cycle: **Design Thinking** process, user research, interaction design, visual design, prototyping, usability testing.

Lead **Netflix** UX design in CS organization both for customer-facing and internal tools.

Created and maintained **design system** for Netflix CS apps and properties.

Lead TripAdvisor mobile **native app UX design**, serving 5 million unique daily travelers on their mobile devices.

Redesigned **TripAdvisor** mobile native apps and doubled mobile revenue in two years.

Designed TripAdvisor **Apple Watch app**. CNN named it the best travel watch app and Apple selected it as part of the 20-app Apple Watch launch kit.

EXPERIENCE

2019.9 - Present	Freelance San Mateo, CA
2018.11 - 2019.9	AURA San Francisco, CA Product Design Lead, Mobile AURA is a seed-stage startup that offers members pre-recorded wellness meditation short sessions through its native iOS app. Each session is made to target specific mental challenges such as anxiety, depression, and stress, or symptoms like insomnia.
2017.8 - 2018.10	NETFLIX Los Gatos, CA Product Design Lead, CS - Mobile & Desktop Lead product design for Netflix CS. Redesigned Netflix CS self-serve support web app. Created design system for Netflix CS apps and properties.
2011.5 - 2016.6	TripAdvisor Palo Alto, CA Product Design Lead - Mobile & Wearable Lead product design for TripAdvisor flagship mobile app, TripAdvisor Apple Watch app, and TripAdvisor City Guide mobile app.

2009.12 - 2011.5	<div>Epocrates San Mateo, CA</div> <div>Senior Interaction Designer - Mobile</div> <div>Lead redesign of Epocrates’ flagship iPhone app that provided drug database access for healthcare providers and was used by a third of all doctors in the United States.</div>
2007.10 - 2009.12	<div>NearbyNow Mountain View, CA</div> <div>Senior Interaction Designer - Mobile & Desktop</div> <div>Lead the design of 7 iPhone native retail apps and the redesign of our flagship desktop destination website.</div>
2007.1 - 2007.9	<div>Akamai Inc San Mateo, CA</div> <div>Senior UI Designer - Enterprise Desktop</div>
2001-2006	<div>ERS Inc. San Jose, CA</div> <div>UX Designer/Developer - Web</div>
2000	<div>Angel Engineers Sunnyvale, CA</div> <div>Information Architecture and Software Integration Manager</div>
1999	<div>Whole Foods Market Alpharetta, GA</div> <div>Web Designer/Developer</div>
EDUCATION	
1995-1998	<div>Academy of Art University San Francisco, CA</div> <div>Master of Fine Art, Computer Arts</div>
1990-1994	<div>National Taiwan University Taipei, Taiwan</div> <div>Bachelor of Science, Botany</div>

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