



Tzu-Wei Su

A product designer who crafts the work through love and empathy.

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🌐 <https://www.tzuweisu.com>

Work Experience

Freelancer/UX mentor at Designlab

Mar. 2022 - Present, Taiwan

- Designed financial products for top 20 cryptocurrency exchanges as a project-based product designer.
- Guided students through UX courses, spreading design value and inspiring them to pursue UX careers.

Binance.com/Product designer

Jun. 2021 - Mar. 2022, Shanghai

- Revamped the web-based internal tool for data scientists, PMs, and business analysts to use.
- Supported end-to-end user research, wireframes, interactive mockup, usability test, and high-fidelity UI.
- Designed and maintained the risk design system.

Singapore Government/Product designer

Sep. 2019 - Jun. 2021, Singapore

- Redesigned the pension plan website for desktop and mobile sites, collaborated with UX writers, researchers, PMs, and engineers from scratch to hi-fi UI and prototypes used by more than four million users.
- Redesigned the employer's e-sub system for employers to effectively pay their staff's tax, which system is currently used by 150,000 employers in Singapore.

Grab/Product designer

Nov. 2018 - May 2019, Singapore

- Worked cross-functionally with designers, PMs, researchers, and developers for Grab's merchant App in multiple localized languages on the emerging market, which was used by 12,000 users in South East Asia.
- Utilized insights and data from fundamental research in Jakarta to make design decisions.
- Created flow charts, rapid prototypes, wireframes, high-fidelity outcomes, and mock-ups.
- Designed a campaign module project, which helped merchants increase daily orders by 50% in the campaign period.

Picowork - startup/Product designer

Apr. 2017 - May 2018, Taipei

- Designed, with an agile and engineering-focused team, an internal cloud cooperation tool on mobile Apps and websites for a Chinese corporate business.
- Hosted system guideline coaching and future design direction for 20 Android and iOS developers.

Procter & Gamble/UX intern

Apr. 2016 - Oct. 2016, the UK

- Designed an App to help European and Asian perfume users select a suitable perfume according to their personal features.

Education

- **MSc in Integrated Product Design,**
Brunel University, the UK, 2016

- **Graduate Diploma in Product & Space,**
Kingston University, the UK, 2015

- **BA in information management,**
Yuan Ze University, Taiwan, 2014

Awards

Yahoo university competition/Product designer

May 2014, Taiwan

- First prize in Product Design Award and first prize in Internet Marketing Award in Yahoo! E-commerce Creativity Competition. Transformed traditional retail into e-commerce brand.

Side projects

Uppermed/Product designer

May 2020, Singapore

- Helped a startup design an APP for Peritoneal Dialysis (PD) patients to have better control of their dialysis process via data recording.
- Helped raise funds for \$600 in the seed round.

Jamie Oliver Food Hackathon/UX designer

Sep. 2016, the UK

- Created an App that helped users eat healthier and more responsibly by scanning the food package and showing the infographic to analyze the food's impact on the environment.

Volunteer work

Ukulele teacher/Community Volunteer

May 2020 - May 2021, Singapore

- Taught ukulele to five kids every Sunday starting from the very basics to being able to perform in front of their parents.

International volunteer

Mar. 2014 - Apr. 2014, Philippines Orlangos

- Taught English to local children and parents for designing souvenirs made from local resources to make an independent living.

Skill

Design: Illustration & UI graphics, User flows, Concept sketch, Wireframe, Icon design, User-centered product thinking

Software: Sketch, Figma, InVision, Framer, Origami Studio, Illustrator, Photoshop, Indesign, After Effects, Alias, AutoCAD

Programme language: HTML, CSS