TzuWei Su

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

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Work Experience

Freelancer/Product designer
Mar 2022 - Aug 2023, Taiwan

- Worked as a project-based product designer for a top 20 crypto exchange.
- Crafted financial and wallet products, encompassing user research, wireframe, and from storyboards to user validation and hi-fidelity UI.
- Collaborated with an ATS resume checker company to enhance user experience for LinkedIn optimization, payment page, and job search. Led the development of a design system and executed UI updates for both web and mobile platforms.

Binance.com/User Experience Designer
Jun 2021 - Mar 2022, Singapore

- As the first designer, designed enterprise decision engine systems powering intelligent fraud detection and risk security scoring algorithms for web based.
- Conducted user research and usability tests with PM, leading to redesigns based on user feedback. Contributed to wireframes, interactive mockups, UI, and worked closely with developers to iterate on designs.
- Designed and maintained the enterprise design system from scratch.

Singapore Government/Product designer
Sep 2019 – Jun 2021, Singapore

- Enhanced desktop and mobile pension plan website, elevating visual appeal and user experience, and implemented a new design system with accessibility guidelines for over four million users.
- Improved employer tax payment efficiency through a redesign of the e-sub system, 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 with PM and researcher in Jakarta, identify users' problems, re-frame into opportunities, and co-create requirements and design plans.
- Designed a campaign module for merchant APP, which helped merchants increase daily orders by 50% in the campaign period.

Picowork/Product designer
Apr 2017 - May 2018, Taiwan

- Collaborated closely with an agile engineering team to develop a mobile app and website for enterprise software (B2B), tailored to users in China.
- 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

Master in Human computer interaction
University of California Santa Cruz

MSc in Integrated Product Design
Brunel University, the UK

Graduate Diploma in Product & Space
Kingston University, the UK

BA in information management
Yuan Ze University, Taiwan

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 $60K 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.

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

Skill

Design skills:
interaction design, visual design, prototyping, user data analytics, design thinking, leadership, workshop facilitation, workflows, web analytics

Design tools:
Sketch, Figma, Lottie, adobe Photoshop, adobe XD, keynote, powerpoint

Programme language:
HTML, CSS