

Tso-I Kuei

Sr. Product Designer

Over 8 years of professional experience conducting UX research and designing interactive end-to-end user flows, I embrace challenges in various domains and opportunities to learn and grow to better define myself.

Achievements

10 global patents, design/technical patents in Taiwan, USA, and China
2 products shipped, go-to-market products

Contacts

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Skills

Product discovery
Business strategy & vision
UX research & analysis
User testing
Heuristic evaluation
Persona & Customer journey mapping
Information architecture
Wireframing
Prototyping
UI/Interaction design
Design system
Workshop facilitation
Scrum & design sprint
Product management

Tools

Figma, Sketch, Adobe Suites, Axure,
Miro, Notion, Jira, Lucidchart

Sr. Product Design Lead

Wongdoody, Jan 2023 – Present

- Led global team of 10+ designers on end-to-end experience for e-commerce and financial products on mobile & web platforms.
- Collaborated closely with product managers, marketing specialists and developers on business requirements and scope definition.
- Conducted user testing sessions to gather feedback, validate product features and brand perception.
- Hosted stakeholder interviews & workshops for product features and design variations.
- Led the design process on projects & guided on UX talents recruitment, mentorship and project team on staffing/timeline estimation.
- Supported the engineering team with design deliverables.

Sr. UX/UI Designer

Yi Teng Technology Ltd, Dec 2019 – Nov 2022

- Revamped internal tools UX/UI via Implementation of full scale design process bridging the domain gap and helped expedite development cycle by 80%.
- Conducted user testing with 10+ participants using Useberry.com and had several iterations based on findings which reduced bounce rate for primary user flow by nearly 40%.
- Led product development with scrum, and initiated workshops for more effective communications with users and stakeholders.
- Developed cloud roadmap and designed products such as IAM, VM computing, event logs.

Interaction Designer II

Compal Electronics, April 2017 – Aug 2019

- Achieved and led 10 worldwide technical/interactive patents.
- Delivered 0 to 1 product and launched in 2018 with Chunghwa Telecom.
- Researched, brainstormed and designed end to end user flow, wireframe and prototype on mobile & web platforms.
- Collaborated with cross function teams and illustrated engaging solutions with user-center design methodology.
- Presented conceptual products at Taiwan Design Expo, Taipei Computex 2018-2019 and expanded new business opportunities with Microsoft, Dell, Amazon, HP.

Education & Co-op Learning

Bachelor's in Interaction Design

Simon Fraser University
School of Interactive Arts and Technology
Sep 2009 – June 2015

Web & UX Designer

AJTaylor, May 2015 – Dec 2015

- Revamped web UI and reduced user bounce rates by 20%.
- Analyzed user behaviors with heat map, Google analytics data and gained 70% more web traffics on RWD layout.

Web Programmer

The University of British Columbia, Sept 2013 – Dec 2013

- Improved work productivity by 300% with scripted spreadsheet and response templates for support center.