📞 +886 952 019 281
✉ maggie0988@gmail.com
🔗 http://maggiesdesign.net/
📍 Taipei City, Taiwan

Maggie Wu

Pei Yu Wu(吳沛育)

Product designer with over 10 years work experience of design, including APP's UI/UX and RWD/AWD Website's UI/UX/front-end, good at creating the high-value products that users need and fit your corporate vision.
No matter in the stage of 0~1 or revision, I can propose corresponding solutions.

Experience

○ Ying Li Company Limited

Product Design Lead
July 2021 - November 2021

- Led redesign for BW project including APP (iOS and Android system) and mobile web version.
- Led the Design System for BW projects and collaborate with other designers.
- Led design for Live Assistant APP project，and developed Design System.
- Interview new design members.

Xuenn Private Limited

Product Design Lead
September 2018 - June 2021

- Iterate to improve the X8 Games AWD website.
- Led design for X8 Game AWD Website project, and developed Design System.
- Led redesign for Number Game project including APP (iOS and Android system) and AWD website version.
- Led the Design System for Number Game projects and collaborate with other designers.
- In every website project convert mockups into HTML/CSS, design CSS3 animations, and use jQuery technology to simulate engineers using javascript to trigger animation behaviors.
- Every website project collaborate with front-end engineers and designers via Git.
- Interview new design members.

Star Light Technology Co., Ltd.

Product Manager / Senior Product Designer
March 2018 - September 2018

- Use user story mapping to turn stories into required tasks.
- Communicate with stakeholders and reach consensus to advance the project.
- Led design for BitAsiaEx Desktop Website project, developed Design System, and collaborate with other designers.
- Led design for BitAsiaEx APP project, and developed Design System.
- Use some basic user research method before interface design.
- For the old version website issue, identify the problem and assign the right people to solve it.
- Discuss the formulas of chart calculation with traders, then define logic and give the engineer.
- Performed validation of completed sites including the debugging and testing of code.
- Interview new design members.

Education

Oriental Institute Of Technology
2004-2008
Department Of Industrial And Commercial Design

Song Shan High School Of Commerce And Home Economics
2001-2004
Comprehensive High School

Awards

Young Designers' Exhibition
2008
Product Design - Silver Award

Young Designers' Exhibition
2008
Product Design - DR Design Classic Award

Young Designers' Exhibition
2008
Product Design - Creative Newcomer Award

Skills

- User Interface Design
- User Research
- Interaction Design
- Advanced Prototyping
- Information Architecture
- Data Visualization
- Motion Design
- Visual Design
- Illustrations
- Front-end Development
- Design Leadership
- Interviewing
- Management
- Marketing Trend Research
- Product Strategy
- Product Development
- Product Promotion
- Product Iteration

Interests

Travel, biking, cocktails, cooking, baking, photography, costume design.

SoftMobile Technology Corp

Senior Product Planner
November 2014 - February 2018

- Led design for Fundrich official website project, communicate requirement with customers, proposal, adjustment and execution. Create wireframes for clients to confirm compliance with requirements.
- Led design for DBS bank home loan APP project, and developed Design System. Build high-fidelity prototypes for customers to do usability testing.
- Led design for Shin Kong Life APP for insurance salesman project, communicate requirement with customers, proposal, adjustment and execution. Build high-fidelity prototypes for customers to understanding UI flow.
- Led design for V-air official website project, communicate requirement with customers, proposal, adjustment and execution. Provide HTML/CSS knowledge to help front-end engineers.
- Do some design case proposal.

Yung - Ching Realty Group

UI Designer
December 2012 - July 2013

- Led design for Internal system project, communicate with stakeholders, PSD to HTML5/CSS3, jQuery plugin applying, propose different solutions and create prototypes let TA do usability tests.
- Led design for Internal year-end party lottory event site, PSD to HTML5/CSS3, jQuery plugin applying, team work with engineer.

Yesing Technologies Co., Ltd

Web Designer
February 2012 - December 2012

- Led design for customer service system project (SaaS product), and front-end development.
- Design official websites for different clients, create guides and templates, and front-end development such as PSD to HTML/CSS and jQuery plugin applying.
- Brainstorm new SaaS products with team members, and complete the design.

Nextlink Technology / Profashion Co., Ltd

Design Lead
October 2010 - December 2011

- Led design for Mesge e-commerce website project, and front-end development such as PSD to HTML/CSS and jQuery plugin applying.
- Design CIS including logo, business card, clothing tag, clothing label, packaging bag, peripheral goods. Find factories and compare prices, then into the production process.
- Design activity materials that Mesge e-commerce website needed, including event site, banner, EDM, stylebook, product pictures retouching.
- Led redesign for Gogobox official website project.
- Design festivals and events website for Gogobox, and front-end development.
- Assign tasks to design members.

Sincere Honest Co., Ltd.

Web / Graphic Designer
November 2009 - October 2010

- Design official websites and event sites for different clients via Flash.
- Graphic design such as poster, customer introduction DM.

WinPOS System Co., Ltd.

Web / Industrial / Graphic Designer
February 2008 - March 2009

- Led design for WinPOS official website project.
- Graphic design such as poster, customer introduction DM.
- Product photography and retouching.
- Design and planning the layout of exhibition.
- Design for new product concept.