

EXPERIENCE

Ernst & Young (EY), Financial Services Advisory, Digital Consultant

New York, NY | March 2015 - Present

Provide global digital strategy as well as application design and development advisory services to leading financial services companies

- Partnered with lines of business to investigate current digital initiatives and identify gaps and opportunities
- Analyzed global digital trends and landscape and researched leading practices examples
- Designed digital marketing Fact Base for 12 markets that provides C-suite with market insights

EMC, User Experience Architect

New York, NY | May 2013 - February 2015

Designed user experience across web and mobile applications for leading enterprises in financial services and consumer packaged goods industries

- Collaborated with cross-functional teams including business analysts, content strategists, developers, visual designers, project managers, and project stakeholders
- Created artifacts to communicate design ideas including sketches, wireframes, user/page flow diagrams, and site maps
- Researched digital trends and proposed relative design recommendations

Thomson Reuters, User Experience Design Intern

New York, NY | Summer 2012

- Proposed design solutions for the Trial Balance Manager, a web application for tax professionals to process trial balance data
- Created sketches, wireframes and prototypes of the design solutions
- Applied Lean UX approaches, and user-centered design principles to the design process

Welltend Technology Corporation, Engineer

Taipei, Taiwan | February 2009 - April 2010

- Designed and developed geographic information system by interviewing users and gathering user requirements; coordinated between the development team and the client throughout the project lifecycle
- Assisted clients in technical issues and consulting services

AWARDED PROJECT

StuffSwap: A mobile application that helps people move easily and sustainably

Ithaca, NY | Fall 2012

- Applied User-centered design approach to solve sustainability issues without forcing people to make substantial behavior changes
- Awarded eBay Innovation Award by Bits on Our Mind student research showcase 2013

EDUCATION

Cornell University, Masters (MPS) in Information Science, GPA 3.8

Ithaca, NY | August 2011 - January 2013

National Taiwan University, BA in Library and Information Science, GPA 3.9

UX APPROACH

Contextual Inquiry

Personas and Scenarios

Affinity Diagramming

Photo Study

Storyboarding

Sketching

Wireframing

Prototyping

Heuristic Evaluation

Usability Testing

TOOLS

OmniGraffle

Balsamiq Mockups

Axure RP

Adobe InDesign

HTML

CSS

C#

ASP.NET

Javascript

LANGUAGE

English

Mandarin Chinese

COMMUNITY

Student volunteer at 2013 Lean UX NYC conference

Member of Cornell User Experience Design Club