Lo, Ying-Chen

I'm a passionate designer who champions accessibility and inclusion.
With my easygoing and outgoing personality, I thrive as a team player.
I greatly enjoy sharing knowledge, engaging in idea discussions,
and collaboratively solving problems.

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EXPERIENCE

Creative Producer of Product Images at Clas Ohlson

Mar 2023 - Present | Contract

I play a role within the SEO & Product Content team at Clas Ohlson.
My mission is to elevate the customer experience and drive website traffic
and conversion rates through compelling imagery.

- Curating captivating images through various channels and content
  hubs to enrich the Clas Ohlson website.
- Regularly updating product imagery with high-quality visuals sourced
  from suppliers to ensure relevancy across assortments.
- Designing informative images that convey dimensions and other essential
  product details, enhancing user understanding and engagement.

Product Designer & Frontend Developer at Edventures

Feb 2023 - Nov 2023 | Contract

- Collaborated closely with the product owner and development team to
  shape the product's design.
- Conducted continuous research, planning, creation, iteration, and
  enhancement of UX and UI for both app and website designs.
- Executed user tests and A/B tests, and collected user feedback to inform
  design decisions.
- Skilled in Hugo Framework and Flutter development, maintaining the
  official website and alpha product.

Designer-PM at Sandwishes Studio

Sep 2018 - Dec 2022

I have been invited to join this startup company as employee #1.

- Designed and launched the official website with a responsive design.
- Contributed to the official app design from concept to prototype for iOS.
- Collaborated with visual designers to develop AR projects using
  SparkAR, which attracted over 7000 visitors.
- Initiated, structured, and oversaw the inclusive and accessible exhibition,
  drawing in over 20,000 visitors.
- Streamlined project management procedures, reducing administrative
  hours and leading to a year-over-year revenue growth of over 15%.

Freelance UI/UX Designer - Web Developer

Mar 2014 - Sep 2018

- During my 4 years as a freelance designer, I effectively collaborated with
  developer teams and successfully managed diverse cross-media projects.
- Built over 20 web and mobile products for individuals, companies, and
  national institutions, ensuring WCAG compliance. Clients include NMTH,
  NCFTA, and CKSMH.
- Designed and executed 3 e-commerce websites and 1 e-commerce app.
  The websites encompassed an online store for comic e-books, a
  women's fashion platform, and a crowdfunding site. The app, available
  for both iOS and Android, served as a local grocery retailer.

EDUCATION

UX Design Certificate
Google
2022, online

MA, New Media Art   GA 89.07
Taipei National University of the Arts
2010 - 2014, Taipei, Taiwan
Conducted research on interactive installations
involving the sense of smell (olfactory sense).

BS, Interactive Technology   GPA 3.94
Yuan Ze University
2005 - 2009, Taoyuan, Taiwan
My graduation project, a 2D animation, was chosen
for the ACM SIGGRAPH Space-Time Student Competition.

SKILLS

Design
Visual Design, Responsive Design, User Flows,
Wireframing, Prototyping, User research,
Usability Testing

Design Tool Set
Figma, Adobe creative suite, Sketch, Maze,
Google Analytics

Web Language and Tool Set
HTML, CSS, JavaScript, Flutter, jQuery, Bootstrap,
Wordpress, Webflow, Hugo, Github, Jira

AWARD

- A personalized learning system with smart
  interaction, IEEE ICCE-Taiwan, 2017
- A design framework for smart TV: case study of
  the TaipeiTech smart TV system, IEEE ICCE-
  Taiwan, 2016
- Trans-Chinese Film Academy Festival, Hong
  Kong, 2010
- ACM SIGGRAPH Space-Time Student Animation
  Competition New Orleans, U.S.A., 2009