



→ YO  
■ JHENG

→ ■ YOJHENG  
UI UX  
DESIGNER

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#### 技能 SKILL

User Experience (UX)  
User Interface (UI)  
Responsive Web Design (RWD)  
Agile Development (Scrum)  
Strategy  
User Flow  
Prototype  
A/B Testing

#### 軟體 SOFTWARE

Figma  
Zeplin  
Sketch  
Adobe XD  
axure  
monday  
Trello

#### 語言 LANGUAGE

English  
Mandarin  
Taiwanese

#### 得獎 AWARD

**Best Popularity Award**  
Product Design 2016  
**Nomination**  
Creative Design 2016

#### 教育 EDUCATION

##### MA Graphic Design & Digital Media 2019 Academy of Art University

Competitive Analysis Research, Brainstorm, Key Features,  
Target Audiences, Personas, User Flow, Wireframes,  
A/B Testing, User Experience Map and Prototype

##### BA Visual Communication Design 2014 Chungyu University of Film and Art

Courses: Branding Design, Visual Communication Design, Visual  
Identity System, Experimental Design, Packaging Design, Exhibition  
Design, Color Theory, Creative and Thinking Design

#### 經驗 EXPERIENCE

##### UI/UX Designer, ClickForce 2021-Current (Taipei, Taiwan)

- Creating a brand new CDP (Customer Data Platform) with product managers, front-end engineers and data scientists
- Rebuilding SSP (Supply Side Platform), DSP (Demand Side Platform) and ERP (Enterprise Resource Planning) with product managers and front-engineers.
- Redesigning website pages and sale kits

##### Freelancer, 2020 (Remote)

- Keedle Education  
Rebranded the branding visual systems, including logo, the main concept, business card, banner, brochures, website, favicon and the toolkit

##### Design Intern, Salt Branding 2019 (San Francisco, USA)

- Savvas  
Developed the branding visual direction, including the main concept, visual boards, billboard, banner, brochures, exhibition board, favicon and the toolkit
- KLA Corporation  
Created the new instrument logo and the branding visual wall
- Semi  
Rebranded visual systems, including the logo, the 50th Anniversary's logo, billboard, banner, brochures, exhibition board and the toolkit
- Participated Cases  
HCA Healthcare—logo design and illustrations  
CRL—logo design