

# Hi, I'm Min Wang

## Product Designer

florawang29@gmail.com

+886 937-164-204

Taipei, Taiwan

### Cathay United Bank / SR. PRODUCT DESIGNER

Jun. 2023 - Present, Taipei City

- Led 0-1 design and optimization for multiple projects: delivered a benefits management platform for 6M credit card users, reducing processing time from 3 months to real-time; developed an SRE monitoring system that cut monitoring time by 83% (from 30 to 5 minutes).
- Applied design thinking to run workshops that identified team pain points, developed transformation strategies for a subsidiary, and drove their implementation. Organized team-building activities to enhance cross-functional collaboration and communication.
- Facilitated design meetings to clarify complex requirements, prioritize projects, and create guidelines and deliverables, improving collaboration and ensuring consistent design outcomes.
- Expert in UX methodologies, conducted user interviews, usability tests, A/B testing, and surveys with 15+ stakeholders. Translated insights into actionable strategies, enhancing user experience and meeting business goals.
- Managed projects as a Scrum Master within Agile workflows, adapting to dynamic changes to deliver high-quality designs on time.

### QNAP Systems, Inc. / UIUX DESIGNER

Dec. 2020 - May 2022, Taipei City

- Maintained and designed 5+ applications for NAS, including two new projects spanning web, mobile, and internal system platforms.
- Collaborated with product managers, engineers, and researchers to conduct iterative design, create prototypes, perform usability testing, and deliver documentation and UI mockups. Worked with department designers to establish design guidelines.

### Animal / PRODUCT DESIGNER

Nov. 2018 - Jun. 2020, Tainan/Boston

Animal is an AI-powered community app developed by a startup team.

- Led user research, usability testing, and product strategy to drive initial development.
- Designed UI mockups and prototypes, defining product goals and update plans based on market needs.
- Collaborated with marketing and engineering teams to pitch the product to investors.
- Represented National Cheng Kung University in Boston for a startup exchange and academic training program in 2019.

## EDUCATION

### Master of Industrial Design / National Cheng Kung University

Feb. 2018 - Jun. 2020, Tainan City

My primary research areas focus on Kansei Engineering and Design Thinking. I have organized over 20 Design Thinking workshops and collaborated with the National Construction Agency and Cultural Affairs Bureau to co-create solutions through Design Thinking. As a Design Thinking coach, I facilitated communication and guided members toward building consensus.

## SKILLS

### Design

Visual Design  
Interaction Design  
User Flows  
Wireframes & Mockups  
Concept Sketches  
Motion Design  
Style Guides & Pattern Library  
Prototype  
Information Architecture

### Research

Quantitative Analysis  
Diary Study  
Task Analysis  
Persona Hypothesis  
A/B Testing & Experiment  
Cognitive Walkthrough  
Design Thinking

## Tools

Figma  
Sketch  
AdobeXD  
Adobe Illustrator  
Adobe Photoshop

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### 國泰世華商業銀行 / SR. Product Designer

Jun. 2023 - Present, Taipei City

- 主導多項 0-1 產品設計與優化，為 600 萬信用卡用戶打造權益管理平台，將作業耗時由 3 個月轉為即時；並開發 SRE 監控告警系統，縮減 83% 監控耗時（30 分鐘至 5 分鐘），顯著提升營運效率。
- 熟練運用多種 UX 方法，在不同專案中與 15+ 以上的利害關係人進行用戶訪談、易用性測試、A/B Testing、問卷調查等，將使用者的痛點轉化為明確的設計策略，有效優化產品體驗並達成商業目標。
- 建置標準化的新人培訓機制，有效縮短上手時間；同時帶領 3 位資淺設計師執行完整專案，透過定期的設計審查把關產出品質，並協助排除跨部門溝通障礙。
- 運用設計思考方法，策劃工作坊挖掘團隊痛點，為子公司制定轉型策略，並落地推動轉型；也策劃並執行 Teambuilding 活動，促進不同職能溝通協作，強化合作的溝通效率。
- 熟悉敏捷開發流程，以 Scrum Master 的角色推進專案進度，能快速應對需求變化，並交付高品質設計。

### Qnap 威聯通科技股份有限公司 / UIUX DESIGNER

Dec. 2020 - May 2022, Taipei City

- 維護、設計 NAS 的 5 個以上應用程式，並獨立完成 2 個全新專案，平台包含 Web、Mobile 及 Utility。
- 密切和產品經理、工程師及研究員合作，進行迭帶設計、原型製作、易用性測試及產出交付文件、UI Mockup 並與部門設計師共同訂定 Design Guidelines。

### Animal / PRODUCT DESIGNER

Nov. 2018 - Jun. 2020, Tainan/Boston

作為 AI 社群養成 App 的創始團隊成員，我主導使用者研究、產品策略與 UI/UX 設計。負責制定產品目標與更新計畫，產出 Mockups 與 Prototype。與行銷及工程團隊緊密合作參與投資提案，並於 2019 年代表成大前往波士頓進行新創培訓。

### EDUCATION

#### 工業設計系 碩士 / 成功大學

Feb. 2018 - Jun. 2020, Tainan City

主要研究領域為感性工學與設計思考，籌辦 20+ 場設計思考工作坊，並與國建署、文化局合作，利用設計思考共創解方，擔任感性研究設計團隊的設計思考教練，目的為協助成員溝通與達成共識的引導者。

#### 產品設計系 學士 / 南台科技大學

Sep. 2012 - Jun. 2016, Tainan City

就學期間投稿四篇期刊 (包含一篇 EI 及一篇 SCI) 及 EI 國際研討會發表經驗，並於 2016 年在德國出版《The Identification & Track》專書、申請四項新型專利，與兩項 Red Dot design award 入圍。

### SKILLS

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