

# Isabelle Lyu

## [ Contact ]

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## [ Skills ]

### - UX/ UI skills

UX/ UI, Product Design,  
User Research, Visual Design,  
Web, Mobile App Design,  
Prototype

### - Graphic design

Identity Design, Typography,  
Illustration, Package Design,  
Print Production

### - Collaboration & AI

AI-assisted design workflows,  
AI agent harness, GitLab

### - Design Tools

Figma, Framer, Sketch, Zeplin  
Adobe CC  
(Photoshop, Illustrator,  
Indesign, XD, AfterEffects)

## [ Experience ]

### Senior Product Designer | Giloo.

*Jun. 2023 - Present / Taipei City, Taiwan*

Senior designer across web, iOS, Android, and creator CMS during a full platform pivot from TVOD/SVOD to creator economy, spanning frequent strategic pivots under lean engineering resources.

- Led user research (1:1 interviews) to define creator economy roadmap; findings shaped sponsorship feature rollout across the platform.

- Delivered KYC verification and revenue-sharing payment flows end-to-end through production.

- Initiated CRM system design for creator retention, including task-based engagement prompts and audience insight dashboard.

- Proposed full IA restructure in response to content licensing changes and backend architecture migration.

- Drove platform-wide i18n across 4 products via Crowdin and GitLab-based string management.

- Designed NFT ticketing integration for web3 fundraising initiative, validated through live offline events.

- Contributed to AI subtitle feature design across CMS workflow and web desktop display states.

- Rebuilt design token architecture, resolving design debt and aligning semantic naming conventions with engineering structure.

### Product Designer | ConSem ICT Inc. @ Cathay Bank. UED

*Nov. 2021 - May. 2023 / Taipei City, Taiwan*

One of two collaborating designers embedded in a dedicated Scrum team, working within Cathay United Bank's UED org on CUBE — one of Taiwan's leading digital banking apps.

- Delivered end-to-end design for digital savings account opening flow, account overview, and a standalone account calendar feature — all shipped to production.

- Completed full UX and UI design for a foreign currency exchange feature, which entered development post-departure.

- Contributed to CUBE's visual style refresh as a supporting collaborator; the direction was adopted as the app's current main visual identity.

- Maintained handoff standards and design quality across Agile sprints in close collaboration with engineering and product owners.

### Product Designer | ConSem ICT Inc. @ Gamania Group.

*Oct. 2020 - Oct. 2021 / Taipei City, Taiwan*

Owned UX and UI delivery across four feature workstreams during Beanfun!'s repositioning as a super-app gateway for Gamania's product ecosystem.

- Redesigned Instant Messaging experience with UI overhaul and new ephemeral group chat functionality.

- Rebuilt main discovery surface with refreshed UI and trending recommendation layer.
- Delivered two net-new features — Voting System and Online Books — from concept to production.
- Led design tooling migration and established foundational design system infrastructure for the team.

### **Senior UI/UX Designer | SiMPNiC Co.**

*Aug. 2019 - Oct. 2020 / New Taipei City, Taiwan*

End-to-end design ownership across a B2C and B2B IoT smart home product ecosystem, covering companion app, hardware packaging, and marketing materials.

- Owned full UI redesign of companion app, including visual language, device onboarding restructure, and installation flow design across the connected home product range.
- Led complete unboxing experience design for B2C hardware — packaging, manuals, and in-box collateral — bridging physical and digital first-use journey.
- Produced web, print, and animated installation guide assets, extending design scope across the full product communication ecosystem.
- Established Design Ops foundations including workflow, tooling standards, and component system.

### **UI Designer (Contract) | eBay Inc.**

*Mar. 2017 - Dec. 2017 / San Francisco, USA*

### **Graphic Designer & Project Specialist | NEXGEN Mediatech Inc.**

*Jan. 2012 - Jan. 2013 / New Taipei City, Taiwan*

#### **[ Education ]**

Academy of Art University

*2013 - 2018 / San Francisco, USA*

M.A in Design, Visual Development

Yuan Ze University

*2007 - 2011 / Taoyuan, Taiwan*

B.A in Design, Department of Information Communications