Che-Wei *(Jason)* Yang

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Passionate UI/UX Designer with a focus on AI-enhanced, user-centered experiences. I am a creative and self-motivated team player skilled in user research and prototyping. Dedicated to solving problems with empathy and creativity, I prioritize both business goals and user needs. Committed to continuous learning, I adapt to evolving design trends to deliver innovative, impactful solutions in collaborative environments

Employment

Nov 2024 - Present
4 mos

UX Design Co-Lead, Philly Truce
- Lead the Design team's direction of defining and building the user experience of the product
- Provide feedback and coaching to apprentices
- Working with the client to refine the vision of the product based on user needs and UX best practices
- Refine the requirements and acceptance criteria in the backlog based on project needs

Mar 2022 - Oct 2023
1 yr 8 mos

UI/UX Designer, Able Studio Design Agency
- Led the product redesign of **Carrefour Taiwan**'s PSI (Purchase, Sales, and Inventory) system
- Revamped the **Family Mart App** (meal plan online store) for a more user-friendly experience
- Architected and designed the H2U Health Care PaaS (platform as a service) System and App
- Created the design for the Eastern Regional Youth Hub website (link: https://www.eryh.tw/)
- Led user research and collaborated with other designers on rebranding projects

Oct 2019 — Mar 2022
2 yr 6 mos

UI/UX Designer, Eyes media
- Responsible for the **AI Chatbot** and the **Tour** App product design
- Led user research initiatives to analyze user behaviour and inform design decisions
- Identified industry trends and competitor strategies through in-depth research
- Collaborated closely with developers and PMs to build engaging and interactive products
- Effectively communicated design concepts using prototypes, wireframes, and flowcharts
- Contributed to the design team by supporting the production of marketing collateral

Nov 2018 — Aug 2019
10 mos

UI/UX Designer, Boller Technology
- Jumped into **Casino App** design, diving into industry & product strategy
- Participated from day one in industry analysis, and product planning
- Led the domestic competitor analysis
- Defined the app's information architecture, user flow, and UI to ensuring a intuitive user experience
- Created prototypes, and established comprehensive Design Guidelines for consistent visual identity
- Proactively maintained stakeholder communication through regular progress reports

May 2018 — Jul 2018
3 mos

UX Design intern, Academy Xi (Sydney)
- Acted on 4 client projects at Academy Xi, providing valuable UX insights

Volunteering

Apr 2024 - Dec 2024
9 mos

Design and Development, GLOCAL Foundation of Canada
- Taking part in workshops and redesigning the website

Jul 2022 - Dec 2022
6 mos

UI/UX Design instructor, Reborn Academy
- Providing guidance, evaluating student assignments, and give feedback to students

Education

Jan 2024 — Present

Langara College, Vancouver
- Post-Degree Diploma, Web and Mobile App Design and Development

Apr 2018 — Jul 2018

Academy Xi, Sydney
- UX Design Transform Course

Certificate

Google AI Essentials, Google UX Specialization (7 Certificates)

Skills

Soft skills   AI for UX, User Research, Interaction Design, IA, Prototyping, Usability Testing, Visual Design

Tools   Figma, Sketch, Photoshop, Illustrator, HTML & CSS, Javascript, Webflow, WordPress, InDesign