Chao, Chieh Hsin *UX designer*

An UX designer specialized in fintech and e-commerce, passionate about creating enjoyable and smooth teamwork.

Link

🔗 https://guaguastudio.net/

✉ callmefu123@gmail.com

Skills

UX

UX research → Wireframes → UI design → Design handoff

Tools

Figma, PS, AI, Jira

Education

B.A in Information Management, Chung Yuan Christian University 2014

Language

Japanese

JLPT N2

English

Working proficiency (TOEFL 78)

Experience

OwlTing Group *2022~ Mar, 2025*

OwlPay Wallet Pro - app *Fintech / Crypto Wallet / Latin America Market*

- Led UX design for a cross-border crypto wallet targeting LATAM users.
- Improved transaction volume by **42.7%** and onboarding speed by **41%** through UX optimizations.
- Collaborated with visual designer to define brand tone and built a scalable **Design System** & **component library** to ensure visual consistency.
- Introduced Sprint Review process to reduce handoff errors and enhance delivery accuracy.

OwlPay Wallet Pro - Enterprise *Fintech / B2B Crypto Wallet*

- Designed enterprise wallet interfaces with a focus on clarity and efficiency.
- Conducted usability testing and streamlined design reviews to improve dev collaboration.

OwlPay *Fintech / B2B / SaaS*

Collaborated with business and finance teams to design **multi-currency exchange** and **international payment flows**.

OwlTing Market Website – Optimization & Maintenance *E-commerce*

Optimized UX based on GA4 insights; improved site performance and user satisfaction through data-driven decisions.

Softstar Entertainment Inc. *2019~2022*

097 Website & Branding Project *Social Platform*

- **Conducted comprehensive user research** through interviews (**10 users** from wine enthusiasts to sales professionals) and a **survey (30+ responses)** to identify pain points and behavioral insights.
- Analyzed competitors and adjacent platforms to inform positioning and product direction.
- Translated research findings into a clear brand identity and user-centric site structure.
- Developed a scalable design system to ensure visual consistency and usability.

Experience

Sun Tech Co. Invoice System   *B2B / SaaS*

Designed landing page and admin dashboard UI for enterprise invoicing tool.

Plus 9   *E-commerce*

According to the market group's suggestion, they evaluated and progressed the current interface of the "Plus9" website.Landing pages designed for some specific sales events.

Kaminoshitsuku Wine Salon   *E-commerce*

Improved the current official website UI of "Kaminoshitsuku Wine Salon" and created an e-commerce process.

KAHAP   *2018~2019*

KAHAP Official Website   *Brand Website*

Designed the user interface and illustrations for the official KAHAP website.

ColleGo!   *Education / Government Platform*

Optimized the user interface based on client requirements and user usability. Redesigned the brand identity, including a new logo and a series of illustrations.

Polida   *Insurtech*

Designed the user interface for Polida, an insurance consulting platform.

Nowait   *E-commerce*

Designed the user interface for the Nowait e-commerce website.

SKILFULTECH   *Brand Identity*

Planned and designed the corporate identity system for Zichiao Technology.

Melove Travel   *2016~2016*

Melove Travel Website Design   *E-commerce*

- Designed the website for Melove Travel, an online platform for selling travel products by Melove Travel Agency.
- Also created marketing brochures, social media kits, and editorial illustrations.

Beautiful Card   *2015~2016*

GOLOOK+ App   *POS System*

Designed the interface for the GOLOOK+ Store+ App, supporting partner merchants with ordering and checkout functionality.

Experience

GOLOOK+ *Branding*

- Developed the brand identity for GOLOOK+, including key visuals and promotional graphics for marketing campaigns.
- Designed and built the official website for the GOLOOK+ project, aligning with its branding and business goals.

GuoGuang Opera Company Member App *Membership App*

Conducted user interviews to gather insights, and designed the app interface and visual system for GuoGuang Opera Company's membership app.

GOLOOK+ *Branding*

- Developed the brand identity for GOLOOK+, including key visuals and promotional graphics for marketing campaigns.
- Designed and built the official website for the GOLOOK+ project, aligning with its branding and business goals.