Jasmine (Ting-Hsuan) Su

UX Designer / Product Designer

✉ jasminesu.design@gmail.com

📱 +1 (878) 834-9229

in linkedin.com/in/ting-hsuan-su

🌐 jasminesu.com

Experience

Spark Technologies Inc. | UI/UX Designer

Apr. 2021 - June 2023 | Taipei, Taiwan

- Led UX design for 10+ projects, including 3+ IoT device management systems (B2B PaaS and SaaS) and 3 healthcare apps, ensuring high-quality design deliverables in a fast-paced environment
- Established design systems and maintained component libraries in Figma, streamlining communication with front-end engineers and ensuring consistency across the company's product line
- Designed the visual identity system for the company's main product line, enhancing brand recognition
- Improved workflow and interdisciplinary collaboration by training 15 engineers and project managers on effectively utilizing Figma in an internal workshop
- Developed and maintained 3 corporate websites and a product landing page using WordPress, strengthening the company's online presence and client engagement

TRUEGRASSES Co., Ltd. | Visual Designer

Apr. 2018 - Oct. 2020 | New Taipei City, Taiwan

- Led the visual design of 2 crowdfunding campaigns, including product landing pages, crowdfunding pages, and marketing materials, raising $132,835 and were supported by over 6,000 backers in total
- Designed marketing materials and a chatbot interactive game with the marketing team, increasing subscribers of the company's Facebook fan page by 100%
- Redesigned the company's website, optimizing user experience on mobile devices

COMPAL Electronics, Inc. | Design Internship

Jul. 2016 - Aug. 2016 | Taipei, Taiwan

- Led the creation and production of two personal healthcare product introduction videos, which were strategically designed to showcase the products' features to an international client
- Contributed to the competitor analysis and idea generation of a medical product design project

Education

Carnegie Mellon University
Master of Human-Computer Interaction
Aug. 2024 | Pittsburgh, PA

National Taiwan University of Science and Technology
Bachelor of Design (Industrial Design)
Jan. 2018 | Taipei, Taiwan

University of Gothenburg
Exchange Study (Design)
Sep. 2017 - Jan. 2018 | Gothenburg, Sweden

Skills

Digital Product & Service:
UX Design, UI Design, Wireframing, Information Architecture, Sketching, Prototyping, Data Visualization, Visual Mockup, Storyboarding, Design System

Physical Product Design:
3D Modeling, 3D Rendering

User Research:
Usability Testing, User Interview, Literature Review, Survey

Tools

Design: Figma, Sketch, Adobe CC (Photoshop, Illustrator, InDesign, Lightroom, Premiere, After Effects)

Web Development: HTML, CSS, Javascript, WordPress

3D Modeling: Rhinoceros 3D