

# Jasmine Su

Product Designer experienced in designing B2B SaaS solutions, including AI, IoT and healthcare applications. Expert in design systems, user research, prototyping, with knowledge in front-end technologies.

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## Experience

### Spark Technologies Inc. | UI/UX Designer

Apr. 2021 - June 2023 | Taipei, Taiwan

- Led UX design for 10+ complex B2B SaaS projects, including IoT device management systems and content management systems, demonstrating ability to design for highly nuanced enterprise needs
- Established design systems and maintained component libraries in Figma, streamlining communication with front-end engineers and ensuring consistency across the company's product line
- Collaborated with cross-functional agile product development teams to set product strategy and create solutions based on user research
- 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

Led UI/UX design for an AI research assistant web application for Honda Research Institute, streamlining the research process through usability testing and design iteration

### 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

### User Research:

Usability Testing, User Interview, Generative Research, Survey

## Tools

**Design:** Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere, After Effects)

**Web Development:** HTML, CSS, Javascript, WordPress