

OBJECTIVE

From Taiwan, 5 years of experience as an **Industrial Designer** at *Pegatron*, previously focused on **Future-Scope & Function-Framing** in the '**Discovery & Innovation Team**' at *Logitech*. Bachelor's degree in *Industrial Design*, Master's in *Applied Arts*, currently pursuing **Design & Computation at UDK Berlin**.

Key areas: Trend Forecasting, Product Design, Design Sprints, Generative Design. Currently researching Conductive Fabric, AI Computing, Roboti

SKILLS

- Creo Parametric
- Solidworks
- Rhino
- Design Sprint
- Arduino and C programming
- Adobe AE & PR
- Figma
- Adobe Photoshop & Illustrator
- User-Experience & usability test

LANGUAGES

- Mandrian | native
- Taiwanese | native
- English | advanced.
Toeic 860
- Deutsch | intermediate.
Zertifikat Deutsch C1(held by UDK Berlin Career College), Testdaf 3333(2020), Goethe-Zertifikat B2 (2016)

EXPERIENCE

Advanced Industrial Designer Dec 2021 — Oct 2023
Pegatron Corp. — Taipei, Taiwan

Ranked among the **Fortune 500**, *PEGA DESIGN* was founded in 2008 as the in-house Industrial Design R&D center of *PEGATRON Corp.* (spun off from *ASUS* in 2007). Specializing in providing **DMS** (Design and Manufacturing) services for consumer electronics, and has garnered over **100** international design awards.

- **Laptop & Desktop Design** for ODM & OEM projects, driving innovative CMF solutions, user-centric designs to mass production. Also responsible for framing future laptop functionality based on trend forces.

- **Design of Electric Consumer Products**, including AR, E-Bikes, and peripherals, from ideation to concept, blending functionality and style.

- **Hosting Design Sprint Workshops** within the design center to assist departments in brainstorming and developing new product ideas, fostering creativity and collaboration.

- **4 Patents applied**, with 2 currently under review, demonstrating my contribution to innovation

Industrial Designer Dec 2018 — Apr 2021
logitech Far East Ltd. — Hsinchu City, Taiwan

Logitech Far East Ltd., founded in 1988 in Hsinchu City, Taiwan, is Logitech's first overseas branch.During my 2.5 years with the Discovery and Innovation Team, I was responsible for:

- Assisted in organizing Design Thinking Workshops and Design Sprints.
- Identified trends and framed potential functions and visions for emerging products.
- Created design proposals for potential trends.

Landscape Designer (working student)) Mar 2017 — Aug 2017
National Chiao Tung University — Hsinchu City, Taiwan

- Campus Design Division in NCTU,
- Re-design campus map of NCTU and sign system
- Design proposal for campus landscape design

Design Specialist (Working Student)) Feb 2016 — Jun 2016
Industrial Technology Research Institute (ITRI) — Hsinchu City, Taiwan

- Based on Bio-medical Institute in ITRI
- Design proposals on medical assistive devices
- Design research on Health care / Alzheimer's disease / Physical Therapy

Product Designer
Currex GmbH

Based in Taipei, Taiwan, the Asian office handles coordination with manufacturers (OEM) in Taiwan. - **Product Design:** Concept development, product design, and innovation.

- **Branding & CIS Management:** Overseeing branding for Asian agents, dealers in China, and retailers in Taiwan (department stores and direct stores).

- **Graphic Design:** Brochures, packaging, posters, and related materials.

- **Exhibition Design:** Planning, product display, and execution.

EDUCATION

MA. Design & Computation Oct 2023 — Present
Universität der Künste Berlin — Berlin, Germany

MA. Design & Computation Oct 2023 — Present
Technische Universität Berlin — Berlin, Germany
New Inter-University Master's Programm Design & Computation by UdK & TU Berlin

MA. Applied Arts Sep 2015 — Nov 2018
National Chiao Tung University — Hsinchu City, Taiwan
MA.Applied Arts

BE. Industrial Design Sep 2009 — Jan 2014
National Taipei University of Technology — Taipei, Taiwan

Erasmus Programm (Exchange Student) Oct 2013 — Jan 2014
Hochschule Trier — Trier, Germany
Dept. Design and Visual Communications

PRODUCTS IN MARKET

ODM Project Samsung All-in-One DM530AFA-LC71W (2023) 24" (2023)

ODM Project LG gram Pro 16 Zoll Windows Notebook (2024)

Freelancer Project Endosemio Micro Endoscope for Newborns (2024)

Freelancer Project Endosemio Single-use urethroscope (2024)

ODM Project ANJ Bike, E-Bike Display & mmWave Radar Detector

HONOURS & AWARDS

iF Design Award,FITto Band, Mar 2024