



UX and Product Design Expert

IVAN MING HSIN WEI

A hybrid thinking designer in UX and product management possessed over 11 years experience in internet and consumer electronics.

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EXPERIENCE

Cheetah Mobile (Taipei, Taiwan)

Product Expert

Jun. 2014 - Nov. 2017

Product director of "Security Master" (Original CM Security) from Feb. 2017 and managed 13 people that included product managers, data analysts and user operations.

- ★ Conducted 4.0 revision that increased daily revenue to the highest record of 2017, 20% 5-stars rating on Google Play and won the 2017 Red Dot Award - Communication Design.

Principal UI designer of "CM Security" from Jun. 2014 to Oct. 2016 .

- ★ Awarded the best startup team 2014 and the 100+ best employee 2015.
- ★ Modularized UI template to adapt weekly iteration that improved efficiency of developing.
- ★ Applied iconfont into Android to reduce 95% image asset size.
- ★ Conducted the UI design of CM Security 2.0, 3.0 revision.

Product manager of "PhotoGrid" from Oct. 2016 to Feb. 2017.

- ★ Increased 5 times daily revenue while working on feature Gallery Wall and Charge Master.

Alibaba Group (Hangzhou, China)

UI Design Expert

Feb. 2014 - Jun. 2014

In charged of the product design of YunOS search and collaborated with Quixey to integrate app deep search technology.

AVerMedia Technologies Inc. (Taipei, Taiwan)

Senior Design Supervisor

Nov. 2012 - Feb. 2014

Supervised GUI, ID and packaging design in User Experience Design Center and managed 8 people directly.

Motorola Mobility (Taipei, Taiwan)

Product Strategy & Marketing Planner

Nov. 2011 - Oct. 2012

Explored user needs and found insights to define value proposition for product portfolio in very early stage of product development.

ASUS Tek Computer (Taipei, Taiwan)

Senior UE Engineer

May 2008 - Oct. 2011

Conducted the ideation of MeMO (ME171) and originated new product line. In charged of UI design of Transformer, PadFone series, SmartPhone P835, M20 and M10.

BenQ Corporate (Taipei, Taiwan)

GUI Designer

Feb. 2006 - May 2008

Designed feature phone GUI (T51, T33), Windows Pocket-PC, Windows XP Application and Car Entertainment System.

PROFILE

Taiwanese, born in 1981
Speak/Write in Chinese and English

EDUCATION

National Taiwan University of Science and Technology

Industrial and Commercial Design
Bachelor's degree 2000 - 2004

AWARDS

- ★ 2017 Red Dot Award: Communication Design - "Security Master"
- ★ 2015 Seedstars World Taipei 3rd place winner - "MappingBird"
- ★ 2014 iF Communication Design Award - "myStory Box"
- ★ 2013 Reddot Design Award Winner - "GameMate"
- ★ 2006 iF Domunication Design Award "Too Good To Be True" - "Black Box"



EXPERTISE AND SKILLS

UX & Design

Design Thinking, Emotional Design, Interaction Design, UI, Visual Design, Motion Graphic, User Research and Rapid Prototyping

Product

Lean Startup, Agile Software Development, Internet, Mobile Design, Smart Appliance, Data Analysis, Growth and ASO

Leadership

Project Management, Design Management, Communication, Coordination, Coaching and Critical Thinking

PORTFOLIO

<https://goo.gl/y5Un72>

*Certain confidential detail are available at interview only

