

TSAI-PING KUO

UX DESIGNER

+1 (206) 474-9742 | tsaipingkuo@gmail.com | <https://www.tammykuo.com/> | Seattle, WA

Experience

WOO Network, UX Designer | Taipei, Taiwan

Jun 2022 - May 2024

- Achieved an 11% conversion rate for an investment product within 2 months by leading the end-to-end design for both desktop and mobile app.
- Boosted feature usage by 72% by optimizing onboarding on the mobile app through usability tests and prototyping.
- Increased website page visits through a redesign informed by a survey of 60 traders and 3 user interviews.

AJA Creative, Sr. UX Designer | Taipei, Taiwan

May 2021 - May 2022

- Enhanced main user flows of a banking app by leading an agile team of 3 through the design process from ideation to final design.
- Ensured platform-wide consistency by developing design guidelines in collaboration with the UI Designer.
- Received a client satisfaction score of 8.5/10 by effectively communicating and involving clients in the design process.

AJA Creative, UX Designer | Taipei, Taiwan

Oct 2017 - Apr 2021

- Aligned project goals and scope with 27 stakeholders from an insurance company through 11 interviews and a workshop.
- Achieved a rating of 4.4 on the App Store for an airline app by collaborating with a team of 12 to conduct user research, ideate, and design from scratch.
- Streamlined cross-departmental collaboration at a telecom company by redesigning information architecture and navigation of their official website.

Parents' Association for Persons with Intellectual Disability, Internship | Taipei, Taiwan

Sep 2016 - Jan 2017

- Enhanced accessibility of a financial handbook for people with intellectual disabilities based on findings from 4 in-depth user interviews.

Education

Master of Science in Human Centered Design & Engineering | Seattle, WA

Sep 2024 - Jun 2026 (expected)

University of Washington

- Relevant coursework in visual communication and programming

Bachelor of Social Work | Taipei, Taiwan

Sep 2012 - Jun 2017

National Taiwan University

- Doubled Major: Economics (GPA 3.91 / 4.30)

Skills

Design skills: User Experience Design, Interaction Design, Web / App Design, Journey Mapping, Information Architecture, Wireframing, Prototyping, Persona, User Flows, Agile Development

Research skills: User Interviews & Surveys, Usability Testing, Competitor Analysis, Workshop Facilitating, Stakeholder Interviews

Tools: Figma, FigJam, Sketch, Zeplin, Miro, Slack, Jira, Amplitude, Python, R, SPSS