

DANIEL TSENG

An user-oriented designer with the marketing strategy experience of branding & corporate identity to create practical and beautiful user interface. Focus on the process of design thinking and team up a design system to provide the brand image consistently.

WEBSITE

www.daniel-tseng.com

CONTACT

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VISUAL DESIGN TOOLS

Sketch
Adobe Illustrator CC
Adobe Photoshop CC
Adobe After Effects CC
InVision
Marvel App
Lightroom Classic CC

UX PROCESS & SKILLS

Lo-Fi/Mid-Fi Wireframing
information Architecture
Prototyping
User Flows
Persona Development
Usability Testing
User Research

EDUCATION

Fu Jen Catholic University
Taipei, Taiwan
Business administration

PROFESSIONAL EXPERIENCE

UI/UX DIRECTOR at MemePR | Taipei | AUG 2017-PRESENT

Leading UI/UX design team to reconstruct the branding, including corporate identity, design system and the brand guideline. Help the company redesign the landing page, benefits clients order quantity. Collaborating with other department members such as front-end developer and marketing coordinator to run the brand consistently, and increase the working efficiency by introducing the design system.

VISUAL DESIGNER at UberEATS | Taipei | NOV 2016-JUN 2017

Coordinated the corporate identity with regional UberEATS, providing brand guideline for regional purpose. Collaborated with marketing coordinator to run the campaign, and designed the main visual for the upcoming event. And also designed the outdoor activity board, cool card and hands-on props.

PLANNING ASSISTANT

at JJPan and Partners, Architects and Planners | Taipei | NOV 2015- FEB 2016

Assisted the architect office to research the the facilities information of the worldwide architectures including nursing homes, libraries and high-tech factories, provided them the basic knowledge about planning the specific architecture. Supported the layout design for the architecture magazine.

SERVICE PLANNER at Local school | Sichuan | Aug - Sep 2010

Two years after Sichuan earthquake, I went to Mianyang with my church's short-term mission team. This mission was to hold a summer english camp for local kids. My responsibility was to schedule the period of each class and to team up with people which presented different opinions. After campaign ended, several feedbacks stated that my leadership contributed to the well-coordinated team and the satisfactory events.