



Jess Hsu

Sr. Product Designer

Taipei, Taiwan

A product designer with solid skills and strong technical ability, who thinks rationally and solves problems in design, delivers exceptional user experience, and contributes to the company's profit goals through the creation of valuable products.

- ◇ 7+ years of UI/UX design experience across multiple industries
- ◇ Proven ability to deliver efficient and scalable design solutions under fast-paced environments
- ◇ Extensive experience in 0→1 product design, from ideation to launch
- ◇ Designed for both B2B and B2C markets, balancing complex workflows with intuitive user experiences
- ◇ Strong track record in Web2 product design as well as Web3/crypto-native ecosystems
- ◇ Skilled in turning user behavior data into actionable design insights

<https://www.jesshsu.com/>

Work Experience



AIFT

Jun 2021 - Present

Senior Product Designer

Jan 2023 - Present

As a Senior Product Designer at AIFT, I led the design of AI-driven and blockchain risk-monitoring products across multiple product lines. I focused on turning complex risk models into intuitive experiences while building scalable systems that supported growth and compliance.

- Designed multiple blockchain risk-monitoring products, simplifying compliance and risk workflows into user-friendly dashboards.
- Built and maintained a scalable design system, ensuring consistency and faster delivery across teams.
- Partnered with PMs, engineers, and data scientists to align design with business goals and regulations.
- Applied user behavior analytics and usability testing to improve adoption and satisfaction.

Product Designer, (OneSavie Lab)

Aug 2022 - Dec 2022

- Led the product design of DeFi applications and the official website.
- Conducted competitive research and user interviews to define features addressing key challenges.
- Drove rapid product testing and iteration cycles based on market and user feedback.
- Defined the brand's overall visual identity and design language.

Product Designer, (Cymetrics)

Jul 2021 - Jul 2022

- Designed UI/UX for a security testing SaaS platform used by corporate clients.
- Conducted interviews with enterprise clients to identify pain points in vulnerability detection and compliance reporting.
- Collaborated with cybersecurity specialists to translate detection rules into user-friendly monitoring interfaces.
- Applied Design Sprint methodology to rapidly validate solutions and refine product direction.



CTWANT

May 2019 - Jun 2021

UIUX Designer

- Designed and optimized UI/UX for official website, backend system, and mobile app.
- Partnered with PMs and engineers to clarify requirements, ensure feasibility, and deliver quality designs.
- Acted as **Project Manager** for cross-departmental collaboration and scheduling.
- Facilitated **UX Workshops** to introduce user-centered design practices across teams.



TripMoment

Mar 2018 - May 2019

UIUX Designer

- Independently responsible for UI/UX planning and design of both the official website and backend system.
- Developed and implemented brand identity system.
- Built static website pages using HTML/CSS.
- Supervised and mentored a junior designer.



iCHEF

July 2016 - July 2017

Visual Designer– Internship

- Designed visuals for monthly marketing campaigns with full ownership.
- Produced campaign copywriting and promotional materials.



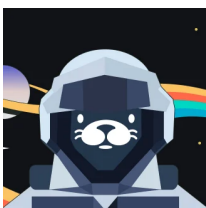
i7Life

Oct 2017 - Feb 2017

UI Designer– Internship

- Collaborated with PMs and developers to define requirements.
- Designed UI for an e-commerce mobile app.

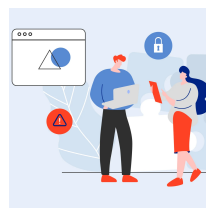
Project



LazyOtter

A user-friendly, trustworthy, and efficient DeFi Yield Aggregator Platform.

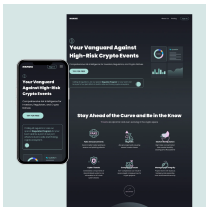
MAMORI



Cymetrics

Assisting enterprises in assessing information security from a hacker's perspective in a more agile and flexible manner.

Vulcan



Comprehensive risk intelligence for Investors, Regulators, and Crypto Natives.



GenAI Security, Safety, & Compliance Tools, From Assessment Through Protection.

Education



National Taiwan Normal University

Master's degree of Design • 2015 - 2018



National Kaohsiung Normal University

Bachelor Degree of Design • 2010 - 2014



Teaching & Volunteer Experience

2021 - 2024

UI/UX Practical Courses

Lecturer

Yuan Ze University, NCCU, NTHU, Taiwan Tech

2020 - 2021

Taiwan User Experience Professional Association

Volunteer

Curriculum planning and workshops.

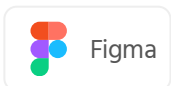
2022

The MentorShip Program

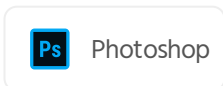
Mentor

Led mentees in design workshops

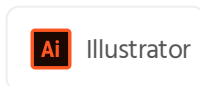
Skill



Figma



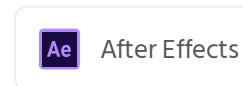
Photoshop



Illustrator



Google Analytics



After Effects

Digital Product Design

Proficient in cross-platform UI/UX design (Web, App, RWD), interaction design, and front-end concepts (HTML/CSS). Skilled at delivering and iterating products quickly through **data-driven and agile design processes**.

User Research

Experienced in both qualitative and quantitative research, including **user interviews, journey mapping, A/B testing, and POC validation**, with a strong ability to translate insights into actionable design improvements.

Project & Collaboration

Well-versed in **Agile/Scrum and Waterfall methodologies**, with strong capability in planning timelines and tracking progress. Experienced in collaborating with **PMs, front-end/back-end engineers, compliance and legal teams** to ensure alignment on

goals, technical feasibility, and product usability.

Language

- Mandarin Chinese: Native
- English: Advanced (Professional working proficiency)

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