



Huiwen Wang

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PORTFOLIO

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EXPERIENCE

I possess over 17 years of hands-on experience in UX/UI design, with a strong focus on mobile applications. My journey began as a UX designer at MAGIC Lab within HTC, where my responsibilities primarily centered around user research and idea generation. After five years, I transitioned to the UX team at MediaTek, where I played a pivotal role in product development, guiding initial concepts to their ultimate realization as finished products.

Driven by a deep passion for IoT and interaction design, I had the privilege of joining the advanced technology team at UIC, where I spearheaded the design of innovative Asante products. Nearly three years ago, I made a strategic move to the marketing team, where I've been instrumental in orchestrating and executing marketing campaigns, as well as crafting compelling digital advertisements. This transition allowed me to extend the principles of user-centered design beyond product development, adding value to our organization in multiple facets.

Design Manager

UIC Industrial Corp. (New Taipei City, Taiwan)

Mar. 2015 – Present

In my role as a Design Manager, I provide leadership for the UX direction of the IoT product line. Within the design team, I am actively involved in hands-on design tasks, which encompass design research and analysis, as well as the creation of wireframes and interaction designs for various projects.

Major projects

- EVU (EV charging station dashboard) interface design
- [Asante TapTap](#) series products (TapTap, TapTap II, and TapTap 3) UX design, Out-of-Box Experience design and marketing campaigns
- [Asante GarageViewer](#) UX design and marketing campaigns
- [Asante Butler M1](#) package design and marketing campaign
- Asante Smart Home UX and visual design
- Web design and SEO improvement for [UICPayworld](#), [PMTsolutions](#), [ACH Taiwan](#) and [Asante](#)

Co-founder I UX Designer

Startup (Taipei, Taiwan)

Feb. 2014 – Mar. 2015

Major tasks

- Led strategic thinking to ensure user experience and lead to clients' business goals
- UX design and wireframing
- Coordinate programmers and the UI designer on most effective way

Associate Technical Manager

MediaTek Inc. (Taipei, Taiwan)

Nov. 2010 – Feb. 2014

The mission of the UX team at MediaTek was twofold: to create mobile applications that not only enhance users' daily lives but also showcase the impressive computing capabilities of MediaTek's chipsets. Our approach prioritized innovation, user experience, and feasibility as critical prerequisites for developing groundbreaking concepts.

Major projects

- Camera new features and UX/UI design for MT6595, MT6592 and MT6589
- Gallery UX enhancement
- UX design of SmartBook (a.k.a. Acer EXTEND)
- Data usage on ICS and JB (Android 4.0, 4.2)
- Common controls on GB (Android 2.3)

Team management

- Lead UX team to develop, propose and execute innovative concepts
- Hold brainstorming and design review sessions, within and across teams
- Prioritize projects and coordinate team members undertaking projects in their specialty
- Supervise and mentor junior designers and interns to deliver persuasive design
- Facilitate cross-team collaboration

Principal UX Engineer & Senior UX Engineer

MAGIC Labs at HTC Corp. (Taoyuan, Taiwan)

Jan. 2006 – Oct. 2010

MAGIC Labs is a dynamic environment that thrives on the diversity of its talented individuals. These "Magicians" collaborate closely to explore possibilities, efficiently generate concepts, and then implement and verify them. I serve as a project champion for three consecutive years, which was a distinct honor.

Major projects

- Polite ringer in HTC Sense
- HTC navigator usability test on HTC Touch Diamond

Major task

- Lead a cross-functional team undertaking projects and delivering prototypes of innovative concepts every quarter
- Lead user study to gain insights and translate findings to design solutions
- Develop scenarios to guide design and deliver best user experience
- Work as part of a team charged with UX design and creating interactive prototypes
- Conduct usability testings to ensure usability

Usability Consultant

User Experience Group of UITS at IUB (Bloomington, IN)

Jan. 2005 – Jun. 2005

Major projects

- Worked as part of a team charged with notes-taking, data-analyzing and usability report of BHHS, Indy.org projects
- Cognitive walkthroughs of Kelly School of Business’s homepage
- Design critique of IUIE

SKILL

UX Design

Software

User Research
 Information Architecture
 Interaction Design
 Rapid Prototyping
 Usability Testing

Adobe Photoshop
 Adobe Illustration
 Adobe After Effect
 Adobe XD
 Figma
 Axure RP

EDUCATION

Indiana University, Bloomington (Indiana, USA)

Master in Human Computer Interaction, School of Informatics
2004

National Chiaotung University (Hsinchu, Taiwan)

Master in Applied Arts, Institute of Applied Arts
1997

Tunghai University (Taichung, Taiwan)

Bachelor in Industrial Design, Industrial Design Department
1995