

Evelyn Wu

Designer with 10+ years in design, 7+ focused on product design for high-stakes digital products where user errors have irreversible consequences — from 0→1 financial MVPs to growth at 400K+ MAU scale. At BitoGroup, designed a product from experiment to 25% of company revenue (+34% conversion). Operate end-to-end: user research, product strategy, design systems, and dev handoff. Experienced in fully remote, async-first workflows across distributed teams.

Experience

Product Designer @Major Live Streaming Platform

2024 – Present · Freelance · Remote, under NDA

- Shipped desktop navigation redesign for a platform with 700M+ annual visits — restructured IA with competitive analysis of TikTok, YouTube, and major streaming platforms
- Designing creator analytics dashboard replacing raw data tables with layered insights (earnings breakdown, goal tracking, revenue source analysis)
- Conducted creator interviews to map broadcasting pain points — findings directly shaped dashboard IA and feature prioritization

Senior Product Designer @ExistLive

Feb 2024 – Aug 2024 · Contract · Remote, US-based

- Sole designer for a US-based music-tech startup. Led end-to-end product design from concept to MVP launch — defined IA, user flows, and interaction patterns across mobile and web
- Built and documented a scalable design system in Figma
- Operated async across 3 time zones (Taiwan · US · Ukraine), delivering daily written updates with design rationale

Parental leave: Aug 2023 – Feb 2024

Product Designer @ThunderCore

Feb 2021 – Aug 2023 · Taipei

- Redesigned deposit flow for a mobile wallet with 400K+ MAU, reducing friction in high-stakes operations where errors mean permanent loss of funds
- Designed referral program that drove **+20% MAU growth** and contributed to a 16% increase in token value
- Facilitated cross-functional workshops for a cross-chain asset transfer product (multi-million dollar migration goal), shifting team consensus from UI modernization to risk-disclosure-first approach
- Led internationalization across 11 languages; mentored a UX intern (went on to top HCI program); rated "Above Expectation"

Product Designer @BitoGroup

Aug 2019 – Feb 2021 · Taipei

- Designed BitoDebt from 0→1 through 3 iterations — **+34% conversion** (22%→56%), 100% sell-out rate, +57% trading volume. Product grew to 25% of company revenue
- Partnered with UX research firm on mixed-methods study: 9 interviews, 36 surveys, data analysis across 83K+ users and 760K+ transactions
- Drove migration from Sketch+Zeplin to Figma, enabling real-time design review for cross-functional teams

UI Developer @IBM

Jan – Jun 2018 · Taipei

- Built production UI for E.SUN Bank's field CRM system — embedded on-site to map banker workflows into responsive prototypes

Community & Leadership

Ladies that UX Taipei — Director (2021–2022) · Organized 6+ events (50–100 attendees), facilitated UX research workshops

UXY — Workshop Program Lead (2024–Present) · Curate monthly design & AI workshops for 500+ annual participants (4.5/5 satisfaction)

Contact

🌐 Portfolio

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📍 Taoyuan, Taiwan (UTC+8) · Open to Remote

Skills

Product Design

Design Systems
Interaction Design
Information Architecture
Prototyping & Wireframing
Interface Design (Figma)
Accessibility (WCAG)
Product Strategy

User Research

User Interviews
Usability Testing
Journey Mapping
Persona Development
Competitive Analysis

Data & Analytics

Google Analytics
Hotjar
Funnel Analysis
A/B Testing

Collaboration

Cross-functional Workshops
Stakeholder Alignment
Async Communication
i18n (11 languages)

Education

Taipei National University of the Arts

BFA, New Media Art · 2010–2015

Certifications

Google Analytics IQ (2021)
IDEO — Human-Centered Design (2019)