Derek Chiang（江啟邦）

Full-Stack Designer

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SUMMARY

- Innovative UX/UI Design Leader with 15+ years of experience creating intuitive user interfaces across multiple platforms.
- Proven track record in leading design teams, developing product concepts, and implementing user-centered design processes.
- Skilled in translating complex ideas into simple, elegant solutions for mobile, web, and emerging technologies.

SKILLS

- UX Design: Contextual Inquiry, User Interview, User persona, User Journey, Mind Mapping, Information Architecture, Wireframe, Lo-fi Prototype, Usability test
- UI Design: Concept Design, Mockup, UI Guideline, Hi-fi Prototype, App Design, Web design, Visual Design, CI Design
- Tools: Figma, Sketch, Illustrator, PhotoShop, After Effect, Webflow (Web Builder), Spline / Blender (3D tool), Midjourney / Stable Diffusion (AI tool)
- Technologies: Android, iOS, Web-based applications, AI/ML interfaces, NFTs, Blockchain
- Leadership: Team Management, Project Leadership, Design Strategy

PROFESSIONAL EXPERIENCE

Design Lead | MaiCoin Group | Mar 2019 - Present
- Lead design team in delivering concepts, apps, websites, NFTs, and marketing materials for MaiCoin Group products
- Spearhead design strategy for cryptocurrency and blockchain-related user interfaces
- Collaborate with cross-functional teams to ensure cohesive product design across all platforms

Key achievement: Assisted MaiCoin in reaching more than 60% of the cryptocurrency market share in Taiwan through strategic UX/UI improvements and innovative product designs

Design Manager | ASUS AI Machine Learning and Cloud Software Center | Mar 2016 - Feb 2019
- Led AMACS design team in creating concepts and interfaces for web-based tools and apps
- Design for key projects including ASUS Data Platform, ALIS chatbot framework, and iReport business intelligence app
- Contributed to the development of ZenUI 3.0, improving user experience for Zenfone3 products

Key achievement: Designed and delivered key projects for ASUS mobile and AI applications. Zenfone3, featuring our team's UI design, ranked among the top 3 mobile phone sales in Taiwan in December 2016.

Sr. Design Manager | HTC Research Center | 2013 - Feb 2016
- Directed design team in conceptualizing and developing innovative devices and apps for Android and iOS
- Guided the creation of cutting-edge features such as Duo Camera and One Gallery
- Developed Pan360, revolutionizing 360° panorama capture and viewing experience.
- Led design efforts for the Tricorder XPRIZE competition, resulting in runner-up prize in 2017

Key achievement: Spearheaded HTC's expansion into health and medical fields by leading the Tricorder XPRIZE project, while enhancing HTC's mobile camera capabilities. This dual focus resulted in winning the XPRIZE runner-up award and establishing HTC as an innovator in both mobile technology and healthcare solutions.

Sr. Asst. Design Manager | HTC Magic Labs | Nov 2006 - 2013
- Led design team to create product concepts and software for HTC products
- Developed innovative features including 3D Touch Cube for HTC Touch Family smartphones
- Designed Live Gallery 3D photo slideshow for HTC Sense 3.0 Lock screen
- Created Music Visualizer and interactive 3D earth for world clock function

Key achievement: Designed the 3D Touch Cube UI for the HTC Touch Family smartphones, contributing to worldwide sales exceeding 5 million units.

Sr. UI Designer | BenQ Design Center | Jun 2003 - Oct 2006
- Designed user interfaces and concepts for BenQ mobile, digital cameras, and car AV systems
- Created Easy-Dial interface for BenQ digital cameras, improving usability with large icons and text
- Developed concept for touch screen mobile phone (Black Box) that won "iF" and "Red dot" awards

Key achievement: Designed the "Black Box" touch screen mobile concept in 2006, predating the first iPhone. This innovative design won both "iF" and "Red Dot" awards, elevating BenQ Design Center's international reputation in mobile interface design.

AWARDS

- iF Award 2006 - "Too good to be true" Award for Black Box mobile concept
- Red Dot Design Award 2006 - Communication Design Award for Black Box mobile concept

EDUCATION

- MA Design for Interactive Media | Middlesex University, London | 2002
- BS Industrial Design | Tunghai University, Taiwan | 1997

PATENTS

- n-grid Menu Graphical User Interface (2007)
- Method for directly changing operational functions on a handheld device (2007)
- Auto Auto-Focus concept using camera preview image data (2008)
- HTC Navi (2009) - Inter-Device Data Sharing Via Motion Gestures (2012)
- Inter-Device Data Sharing Via Motion Gestures (2012)
- More patents in https://patents.google.com/?inventor=Chi-Pang+Chiang