



WAN-JUNG HUNG

A.K.A LONG

EXPERIENCE

FreshPlanet | Product Designer

2018 - PRESENT, NEW YORK

Worked on the end-to-end design of multiple SongPop products.
(SongPop 2, SongPop Canvas, SongPop Live)

- Collaborated with developers, data scientists, QA to ship new features for SongPop 2.
- Led and designed SongPop Live, the music trivia live game app, for soft launch.
- Planned and conducted usability testing and A/B testing to ensure successful product implementation and operational efficiency.
- Audited and standardized design components and elements.

Freelance | Product, UX/ UI Designer

2015 - PRESENT, NEW YORK

Design user experience for digital products on various platforms such as web and mobile and smart objects.

- Conduct user research, identify user needs and business goals and apply insights into design strategy.
- Create user flows, site maps, diagrams, wireframes.
- Build interactive prototypes in Invision to communicate ideas with stakeholders.
- Create visual design system or patterns that support product goals and brand value.

Enerskin America | Product & Visual Designer

2016 - 2017, NEW YORK

Dedicated to solving business challenges through designing technologies.

- Designed websites for various digital platforms such as mobile and laptop.
- Created responsive modules, UI assets and icons align with the brand.

MoMA Design | Product Development

2015 - 2016, NEW YORK

Developed new products for the wholesale market.

Presented numerous rendered concepts and prototypes to the design team.

H Production Co. | Visual Designer

2013 - 2014, TAIWAN

Created branding guidelines for clients and applied the visual language on digital and print materials.

Solide Co. Plastics Ltd | Junior Product Designer

2012 - 2013, TAIWAN

Developed new smartphone and tablet accessories, performed market research, and collaborated with engineers on products.

Unique Product and Design Co. Ltd | Product Design Intern

2009, TAIWAN

Cooperated with MPF Drive Team to develop electronic bikes.

EDUCATION

School of Visual Arts

MFA PRODUCTS OF DESIGN

2014 - 2016, NEW YORK

National Taipei University of Education

BFA PRODUCT DESIGN

2007 - 2011, TAIWAN

SKILLS

User Experience Design
Interaction Design
User Reserach and Insights
Usability Testing
Prototyping
System Thinking
Visual Design
Industrial Design

AWARDS

2016 Core 77 Service Design Award - Student Runner Up
2012 Taiwan International Student Design Award
2012 Taiwan Designers' Week Award
2011 The 30th Young Designers' Competition Product Design Award

EXHIBITIONS

2016 NYC x Design - Parallel Times - New York
2015 NYC x Design - Engender - New York
2013 Taiwan International Student Design Exhibition
2012 Taiwan World Design Expo - Design at the Edges
2012 Taiwan Design Expo - Passion Design
2012 Taiwan Designers' Week - Taipei
2011 CMP Block - Love, Tomorrow, Today - Taipei
2011 The 30th Young Designers' Exhibition - % - Taipei

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