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 fintech and Web3 products to growth at 400K+ MAU scale, including crypto wallets, lending platforms, and stablecoin-adjacent digital assets. At BitoGroup, designed a product from experiment to 25% of company revenue (+34% conversion). Experienced in B2C and B2B product design, fintech constraints, and async-first workflows. Operate end-to-end: user research, product strategy, design systems, and dev handoff.

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 a scalable design system in Figma; audited designs for WCAG accessibility compliance (contrast ratios, touch targets, component labeling) flagged as a US market requirement
- Operated async across 3 time zones (Taiwan · US · Ukraine), delivering daily written updates with design rationale

Product Designer @ThunderCore

Feb 2021 – Aug 2023 · Taipei

- Redesigned deposit flow for a Web3 mobile wallet with 400K+ MAU, reducing friction in high-stakes operations where errors mean permanent loss of funds; designed referral program driving +20% MAU growth
- 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

Product Designer @BitoGroup

Aug 2019 – Feb 2021 · Taipei

- Designed BitoDebt — a B2B crypto lending product for institutional and high-volume traders — from 0→1 through 3 iterations: +34% conversion (22%→56%), 100% sell-out rate, +57% trading volume. 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	evelynwu.work
Email	evelynwu.design@gmail.com
Location	Taoyuan, Taiwan (UTC+8)

Languages

Mandarin Chinese (native)
English (professional)

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)