



Shih Ching Su

Product Designer (UX/UI)

📍 Tel Aviv, Israel

Work Experience

UX/UI Designer *Sep 2022 - Present*

One Digital, Netanya, Israel

- Optimized product design across B2B, B2C, and B2B2C domains, including web/mobile apps, SaaS platforms, dashboards, and responsive interfaces for multi-device compatibility.
- Led end-to-end product lifecycle, from UX research and user flows to wireframing, prototyping, and user testing, ensuring iterative improvements based on data-driven insights.
- Collaborated with cross-functional teams (product managers, developers, QA, and designers) to deliver high-impact, user-centric products on time.

UX/UI Designer *May 2021 - Aug 2022*

- Created end-to-end apps and websites for different devices, including B2B, B2C, and B2B2C products.
- Designed for industries such as advertising, publishing, e-commerce, gaming, education, community, finance, real estate, art, and government organizations are among my experience.

Product Manager *May 2020 - Apr 2021*

SogoArt International Group Co., Ltd, Taipei, Taiwan

- Optimized and designed 5 products including art, e-commerce, publishing, advertising, and real estate.
- Managed 20k+ clients, cooperation partners, 10+ projects, and multiple processes in parallel.

Designer Lead | Studio Manager *Mar 2016 - Apr 2020*

EZpainting Company / Painting Stage Company, Taipei, Taiwan

- Led product design, brand design, design courses, and marketing design as a head of designer.
- Managed a design studio and team of art instructors; designed the workspace and business operations.

Design Projects

Financial transaction dashboard *Oct 2022 - Present*

- Designed a financial B2C digital wallet and its B2B back-office SaaS system, ensuring design consistency and a seamless user experience across both platforms.
- Created user-centered products, from design systems and wireframes to animated prototypes, incorporating post-launch feedback and iterative improvements.

Education mobile app for hospital *Dec 2023 - Jan 2025*

- Designed a user-friendly hospital education app for international students, from wireframes and a design system to interactive prototypes and post-launch testing.

Real estate web and app *Sep 2022 - Mar 2024*

- Led full design lifecycle (wireframing, UX flows, high-fidelity UI, prototyping, post-launch iteration) for 2 mobile apps and the company's public/personal websites, demonstrating independent design expertise.

E-commerce app *Sep 2023 - Present*

- Created process for a gas station/convenience store mobile app, from brainstorming and ideation through iterative development of e-commerce functionality and gamified point systems with animations.

Security insurance web *Mar 2023 - Apr 2024*

- Led the UI/UX design of a B2C mobile app for P2P transaction insurance, its corresponding B2B back-office dashboard, and the company's marketing website, from UX flows to high-fidelity prototypes.

Medical app *Dec 2022 - Feb 2023*

- Designed the information architecture and UI/UX for a role-based multi-platform (tablet/desktop) medical system, optimizing patient data and administrative processes. Led design from UX flows to high-fidelity prototypes and post-launch validation.

Portfolio

🌐 <https://www.shihchingsu.com/>

Contact

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🌐 <http://linkedin.com/in/shihchingsu/>

Skills

- UI Interaction Design
- UX Research
- Prototype
- Wireframe
- User Flow
- Usability Testing
- Design System
- Motion Design
- Branding
- Time management

Tools

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Sketch
- Google Analytics
- Miro
- Jira
- Zeplin
- Axure
- Procreate
- Wordpress
- Adobe Creative Suite

Awards/ Certificates

- Figma Instructor for Kan 11 - 2024
- 2021 Golden Design Award
- 2020 Art Exhibition in Taipei
- Adobe Photoshop
- Adobe Illustrator
- UX Design - Google
- UI/UX Design - Appedu Taiwan
- Graphic Design - Appedu Taiwan
- CRI Instructor - Bob Ross U.S.A.

Education

Appedu Design Institute

2020 - 2021, Taipei, Taiwan

UI/UX Design & Graphic Design

National Taipei University of Education

2006 - 2011, Taipei, Taiwan

B.A. Education, with Language and Creative Writing - Teaching Certificate

Language

English	Fluent
Hebrew	Basic
Mandarin	Native