

David Ni

Senior UI/UX Designer

Taiwan | b10234002.nidavid@gmail.com

LinkedIn: [linkedin.com/in/david-ni-670674146](https://www.linkedin.com/in/david-ni-670674146)

Portfolio: [English](#), [Traditional Chinese](#)

Mandarin (native), Japanese (JLPT N1), English (TOEIC 880)

Summary

Senior UI/UX Designer with nearly seven years of experience, five-plus in Tokyo on a cross-platform learning service (Web, iOS, Android). Skilled at aligned, well-scoped collaboration: introduced a user story framework and cross-functional workshops the team adopted as its design process, and coordinated four contract designers across agile teams. Skilled at well-grounded design decisions: starting from hypotheses, understanding users through surveys, interviews, and usability tests, and catching issues before launch. Based in Taiwan; open to on-site, hybrid, or remote work and willing to relocate.

Experience

GLOBALIS Corporation | Tokyo, Japan

An online learning service paid for by companies and individuals, with about 1.4 million cumulative members.

Senior UI/UX Designer | Sep 2023 – Feb 2026

- Took on Design Lead responsibilities: as the department's only full-time UI/UX designer, coordinated four contract designers spread across agile teams, with no design organization in place.
 - Ran weekly cross-team design meetings (progress and cross-team impact, design reviews, design debt) so that conflicts between projects were resolved at the design stage.
 - Held regular 1:1s with designers on each team and allocated design resources across teams.
 - Participated in designer hiring (job descriptions, resume screening, interviews); decided on contract renewals based on design output and reviewed the staffing agency's raise requests.
- Introduced a user story framework (User Stories and User Story Mapping) and facilitated cross-functional workshops so POs, engineers, and designers agreed on scope and specs before development; the team kept the framework as its design process.
- Led the restructuring of the product color system after the company's rebrand, leading four designers across teams. A color change now takes one update to sync across four platforms' component libraries (the learner-facing Web, iOS, and Android apps and the corporate HR admin dashboard), and designers no longer align colors across platforms case by case. Built a single source of truth and a shared semantic color system with a primitive/semantic architecture.
- Designed and delivered an AI competency-matching MVP for B2B clients: worked with the PO and engineers to weigh trade-offs between goals and scope, and surfaced the AI's reasoning as course tags so HR could check results and decide which courses to keep. After the beta release, half of the target corporate clients distributed the matched courses to employees.

UI/UX Designer | Sep 2020 – Aug 2023

- Alternated quantitative and qualitative user research to clarify individual users' learning motivations; the findings informed the department's decision to adjust its investment in individual users. As a User Researcher working with a data scientist, led qualitative planning, interviews, and analysis and built personas; the data scientist estimated each user type's share through surveys.
- Designed a personalized learning plan feature that shipped on Web and iOS: built its onboarding around Learning Paths based on user interview insights and competitive analysis, and, under technical constraints, proposed recommending Learning Paths by industry and age instead. After launch, new users' course completions in their first month roughly doubled.
- Designed and ran comprehension-focused qualitative usability tests; found and fixed a comprehension issue affecting 60% of participants before the learning plan launched. Covered test design, scripting, issue analysis, fix prioritization, and iteration, with cross-functional members as observers.

- Handled cross-platform feature design, high-fidelity prototypes, and Design QA on an ongoing basis, working closely with frontend and backend engineers; also supported visual design for web and in-app marketing assets (banners, App Store screenshots).

ZEPPELIN | Tokyo, Japan

UI/UX Designer | Feb 2020 – Jul 2020

- Designed UI, wireframes, and prototypes for Web and app projects at a design agency, mostly concept proposals, including projects for large Japanese companies; communicated with clients alongside the PM.

CRAFTS | Nagoya, Japan

UI/UX Designer | Apr 2019 – Dec 2019

- Designed UI, wireframes, and prototypes for Web and app client projects at a design agency, and worked with engineers on development.

TEAMS Design | Shanghai, China

UI/UX Intern | Mar 2018 – Aug 2018

- Supported senior industrial designers on a visual branding proposal for a Japanese air-conditioner manufacturer, designing on-device UI and interface animations for remotes and wall-mounted controllers.

Career Break

Mar 2026 – Sep 2026 | After years abroad, returned to Taiwan to spend time with family and friends and to write, record, and produce songs. Also built a working prototype of a mock-interview website with Claude Code (wrote the specs; built the main flow from question selection to recorded answers and AI scoring).

Skills

- **Requirements Definition:** User story framework (user story hierarchy by level of abstraction, User Story Mapping), workshop design & facilitation
- **User Research:** Survey and interview design, qualitative analysis (behavioral variable analysis, KA method, value maps), personas, usability testing (test design and execution, insight synthesis)
- **Design Systems:** Primitive/semantic color architecture, defining Figma Variables
- **Design Execution:** Cross-platform UI design (Web, iOS, Android), wireframes, user flows and flowcharts, high-fidelity prototypes, defining interaction specs and acceptance criteria in product backlog items (PBIs), Design QA, design handoff and cross-functional delivery
- **Tools:** Figma (Variables, Prototyping, component library management), Miro, Photoshop, Illustrator
- **AI:** Claude for co-writing and reviewing documents and supporting domain research; Claude Code for building working prototypes; Gemini for image generation; ChatGPT in daily work; product design experience with AI features (AI competency-matching MVP)
- **Collaboration & Process:** Agile (Scrum); working with FE, BE, and iOS engineers and data scientists
- **Languages:** Mandarin (native), Japanese (JLPT N1), English (TOEIC 880)

Education

National Taiwan University of Science and Technology (NTUST)

Bachelor of Design, Department of Design (Industrial Design Concentration), College of Design, 2018

Kanagawa University, Japan

Exchange Student, Sep 2017 – Jan 2018