

# 馬郁婷 SALLY MA

UX/UI Designer

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https://www.masally-design.com

## 概要

**3+ 年 B2B UX/UI 設計經驗**，從室內設計跨領域的經歷使我能將空間設計的美學原則和功能性思維融入數位產品中。

負責包括工程管理系統、機場候補系統及預約報到系統等 B2B SaaS 專案，從 0 到 1 的專案開發過程，與前後端工程師協作交付上累積了豐富經驗。

我擅長從用戶核心需求、商業目標作為設計發想的根基，同時具備網頁切版的技能，透過程式思維產出設計方案，提供團隊合適的解決方案。

## 工作經驗

### UI/UX 設計師

2021/04 - 2024/04

鎰威科技有限公司 Ewill Tech.

- 負責超過 10+ 客製化軟體服務專案 0 - 1 建構過程
- 透過用戶訪談發掘核心需求並提出解決方案
- 建立 Design System，統一設計規範，提高專案開發效率
- 負責視覺化設計並進行易用性測試，驗證並優化最終設計方案
- 與超過 15+ 工程師協作，落實設計理念並確保技術可行性，把關設計品質

### 室內設計助理

2017/08 - 2020/02

元境聯合建築師事務所

- 參與台灣知名糕餅店北中南5間門市的设计工程，提升公司業績 50%
- 從訪談業主需求開始，獨立負責設計發想、3D 建模到工程圖繪製
- 處理報價、工地狀況等專案管理工作，培養良好專案管理經驗

## 重點專案

### 旅客運量戰情板

2023/06 - 2023/09

- 深入分析機場長官的決策需求，設計直觀的數據視覺化介面
- 整合預報、運量及即時通報等關鍵指標，幫助提升決策效率

### 航空旅運智慧管理系統

2022/09 - 2024/02

- 通過用戶訪談和實地觀察，識別現有系統的關鍵痛點
- 重新設計候補流程和 Kiosk 介面，提升候補效率 40%，用戶滿意度達 90%
- 優化後台管理介面，提升機場人員工作效率

### 工程管理系統

2021/07 - 2023/10

- 主導從 0 到 1 的產品設計流程，深入分析室內設計行業痛點
- 設計整合「客戶溝通」、「工程進度管理」、「財務追蹤」的一站式整合平台
- 設計規劃專案管理及財務數據儀表板，以利管理階層作出關鍵決策

## 專業技能

### UI

- Wireframe
- Mockup
- Prototype
- Design System
- RWD Design

### UX

- User Interview
- Information Architecture
- Flow Chart
- Usability Testing

### 工具

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Notion

### 前端

- Html5
- CSS6
- Bootstrap

## 學歷

### 數位科技設計學系


國立台北教育大學

2013 - 2017

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## SUMMARY

**3+ years of B2B UX/UI design experience**, my background in interior design enables me to integrate aesthetic principles and functional thinking from spatial design into digital products.

Responsible for B2B SaaS projects including *Construction Management System*, *Airport standby System*, and *Appointment Check-in System*. Accumulated extensive experience in **collaborating with front-end and back-end engineers** to deliver projects from 0 to 1.

I excel at **core user needs** and **business objectives** as the foundation for design ideation. With web layout skills and programmatic thinking, I create design solutions that provide suitable solutions for the team.

## WORK EXPERIENCE

### UI/UX Designer

2021/04 – 2024/04

Ewill Tech.

- Responsible for **0-1 construction of over 10+ customized software projects**
- Conducted user interviews to identify core needs and propose solutions
- Established Design System to improve project development efficiency
- Responsible for visual design, conducted usability testing, and finalized design solutions
- Collaborated with over 15+ engineers** to implement design concepts, ensure technical feasibility, and maintain design quality

### Interior Design Assistant

2017/08 – 2020/02

Yuanjing Architects

- Participated in designing 5 stores for a well-known Taiwanese brand in central and southern Taiwan, **increasing company performance by 50%**
- Independently responsible for design from client interviews to 3D modeling and construction drawings
- Managed quotations, project status, and cultivated excellent project management experience

## KEY PROJECTS

### Passenger Traffic Board

2023/06 – 2023/09

- Analyzed field commanders' needs and designed intuitive visual interfaces
- Integrated forecasting and real-time reporting of key metrics to improve efficiency

### Aviation Intelligent Management System

2022/09 – 2024/02

- Conducted user interviews and field research to identify key pain points
- Redesigned check-in and Kiosk interfaces, **improving check-in efficiency by 40%** and **user satisfaction to 90%**
- Designed management interfaces to enhance airport staff work efficiency

### Construction Management System

2021/07 – 2023/10

- Led product design from 0 to 1, analyzing pain points in construction site management
- Designed an all-in-one integrated platform for "customer communication," "engineering management," and "financial tracking"
- Designed and planned professional financial **dashboards** to help management make key decisions

## SKILLS

### UI

- Wireframe
- Mockup
- Prototype
- Design System
- RWD Design

### UX

- User Interview
- Information Architecture
- Flow Chart
- Usability Testing

### Tools

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Notion

### Fronted

- Html5
- CSS6
- Bootstrap

## EDUCATION

### Digital Technology Design

National Taipei University of Education

2013 – 2017