

Jeffrey Ching

Senior UX/UI Designer | Accessibility & Mobile UX | Design Project Manager

Taipei, Taiwan · Open to remote, part-time or contract

jeffreyching@gmail.com · +886 903 992 905 · linkedin.com/in/jeffreyching/ · Portfolio: jeffreyching.artagnan.design

SUMMARY

UX/UI designer with 15 years of experience in telecom, mobile, software and e-commerce, including UX roles at Vodafone and TCL Communications. Specialist in mobile UX accessibility for visually impaired users. Has led teams of up to 17 designers and developers across the full product cycle.

EXPERIENCE

Freelance / Self-Employed — UI/UX Designer, Consultant & Product Designer

2020 – 2025 | Hong Kong, China

- Provide UI/UX design, UX consulting and product design services to clients on a project basis.
- ProVision Paper Inc. – Designed product packaging and a corporate profile.
- Chinatown Express – Designed marketing peripherals, store displays and menus.
- Events – Designed traditional wedding and birthday invitations, responsive RSVP websites and audiovisual presentations.
- Geografun – Designed a geography card game that helps students learn English.
- NGOs – Designed promotional materials.
- Personal Projects – Designed UX/UI for a video/live-streaming platform and brand identities for various brainstormed businesses.

Vodafone — UX Manager

2016 – 2018 | Hong Kong, China

- Implemented and improved the user experience across Vodafone smartphone devices.
- Coordinated with device vendors, from project managers to development teams, on requirements, feature requests, testing and quality assurance.
- Designed, tested and documented features and applications for new and existing products.
- Specialized in UX for visually impaired users, helping them access current smartphone technology.
- UX/UI for key phone software features:
 - Parental Control – Limiting phone usage for kids
 - Vodafone Setup Wizard
 - Vodafone Help Tips
 - Interface-based volume controls, similar to the iPhone ring/silent switch
 - 3D dynamic wallpaper implementation
 - Action Button – Implementing and customizing the dedicated action button
 - Customized phone features to Vodafone requirements

TCL Communications — UX Project Manager & Senior UI Designer

2014 – 2016 | Ningbo, China

- Led UX projects and senior UI design for mobile devices, managing teams of 5 to 17 people.
- Designed demo applications for mobile phones, tablets, TVs and car dashboards.
- Worked with designers, front-end and back-end developers across the full software development cycle.
- Delivered UX for Alcatel phones (2014–2015) and Vodafone-branded phones (2015–2016).

Achang Webdev — Project Manager & Senior UI Designer

2012 – 2013 | Shanghai, China

- Managed projects and led UI design for e-commerce businesses in mainland China.
- Built custom templates for CMS and e-commerce platforms including WordPress, Magento, OpenCart and Drupal.
- Applied Google Analytics and SEO best practices to client websites.

Ingram Micro Inc. — Project Manager (Avanquest)

2010 – 2012 | *Manila, Philippines*

- Managed a team of 10+ designers producing design templates for a US web-to-print client at a Manila business-process office.
- Served as project manager on the Avanquest Software account.

EARLIER EXPERIENCE

LWS Media Inc. — Project Manager & Lead Design Specialist

2010 – 2011 | *Manila, Philippines*

- Led design and project delivery; recognized as Employee of the Month (August 2010).

GETCHEE — UI Design Specialist

2008 – 2010 | *Taipei, Taiwan*

- Led UI design for a data-services company building GIS-based market-analysis applications; led a team of designers and owned overall design strategy.

iaSolutions — Product Marketing Associate

2006 – 2008 | *Taipei, Taiwan*

- Designed and produced marketing collateral and desktop/mobile application demos for a mobile software company.

TYA Creative — Multimedia Designer

2005 – 2006 | *Taipei, Taiwan*

- Designed and developed user interfaces and experiences at an advertising agency for brands including Yamaha, Zespri, Foxconn, Sony and Apacer.

SKILLS

UX & Design: UX design, UI design, accessibility (visually impaired users), mobile UX, prototyping, wireframes, web design, responsive design, graphic design, branding, typography, illustration, photography, video editing

Development: HTML, CSS, JavaScript, PHP, SQL, React (working experience), Python (working experience), WordPress, Magento, OpenCart, Drupal

Product & Management: Project management, team leadership, vendor management, testing and QA, feature documentation, e-commerce, Google Analytics, SEO, marketing collateral

Tools: Figma, Adobe XD, Photoshop, Illustrator, Premiere Pro, After Effects, InDesign, Lightroom, Microsoft Office (Word, Excel, PowerPoint), Android Studio, OBS Studio

Selected clients & projects: Vodafone, Motorola, Nokia, Sony, Apacer, Foxconn, Zespri, Skullcandy, Target, Avanquest Software

EDUCATION

B.S. Computer Science — Chiang Kai Shek College

2000 – 2004 | *Manila, Philippines*

LANGUAGES

English (fluent) • Mandarin Chinese (advanced) • Tagalog (fluent) • Taiwanese Hokkien (conversational)