



Senior Web Frontend Developer

Programming Languages: JavaScript, TypeScript

UI Design apps: Figma, Sketch App

Frontend technologies: Next.js, Styled Component, Zustand, Vite, Headless CMS, Apollo Client, Framer.js, CSS/SCSS/Sass, BEM, JAM Stack

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Experience

LINE Taiwan Ltd.

Senior Web Frontend Developer

Taipei, Taiwan November 2017 - Present

- Led end-to-end development of a sustainability-focused MVP as Full-Stack Engineer, delivering a production-ready solution within 2 months (2025), balancing frontend and backend responsibilities under tight deadlines.
- Recognized by senior leadership for exceptional performance as Technical Project Manager across DOSI Home, DOSI Vault, VLO Promo Page, and Finschia v2.0 (2023–2024), demonstrating strong task prioritization, proactive risk mitigation, cross-functional team support, and rigorous QA oversight.
- Developed modular, scalable API architectures using a proprietary headless CMS (LandPress), with implementations highlighted as advanced use cases on the official company website (2022–2023).
- Refactored legacy CSS architecture for LINE Today (versions 1.0 and 2.0, 2017–2019), introducing BEM methodology and reducing selector chaining to improve maintainability, performance, and code clarity.

Cooler Master

Web Engineer

New Taipei City, Taiwan April 2017 - November 2017

- Participated in market research, visual design enhancement to company products.
- Created 10+ landing pages of Cooler Master products with jQuery, Pug, and Sass.
- Photographed company products at CM Store with a Canon 6D and a Canon EX520.

Tech Design (Winbond Electronics Corp.)

Visual Web Designer

Taipei, Taiwan May 2016 - April 2017

- Improved cross-team efficiency by creating modular, reusable markup components in Pug and Sass, enabling faster iteration cycles and greater consistency in UI delivery.

Education

National Taipei University of Technology (國立臺北科技大學)

Master of Arts in Interactive Media Design

Taipei, Taiwan 2012 - 2014

Concentration: Research in interaction/interactive design, service design, UI/UX design.

- Led user behavior research initiatives for Smart TV interfaces, conducting in-depth interviews to uncover pain points and inform UX strategy for large-format displays.
- Prototyped and validated Smart TV UIs for 60-inch displays using eye-tracking tools, analyzing heatmaps and interaction flows to optimize layout, accessibility, and viewer engagement.

Awards

· LINE Style Awards – Q4 2022

Recognized for outstanding contributions to the development of the DOSI World official website.

· LINE Award (SPOT) – 2019 & 2020

Received consecutive annual awards for exceptional work on high-impact local projects.

· Speaker – Global UIT Workshop, Seoul (2019)

Presented on "Re-engineering UI Assets with Sketch App," sharing innovative design optimization techniques with an international audience.

· Design Restructure Recognition – LINE TODAY (2018)

Acknowledged for leading the initial efforts in redesigning and restructuring the LINE TODAY platform.



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Projects

MIEN

MIEN is designed to integrate with LINE, enabling users to seamlessly join the service, discover nearby events, and explore modern lifestyle experiences across Taipei.

<https://mien.life> May 2025 - August 2025

- Defined and executed a structured front-end roadmap, breaking down feature development into manageable phases—improving velocity, ownership, and clarity across the dev team.
- Designed and implemented internal APIs to seamlessly integrate with third-party platforms including Firebase, Google Maps, and Google Geolocation—enabling real-time data syncing and location-aware functionality.

Finschia official website

An animation-rich website to showcase Finschia's ecosystem and benefits, integrating complex data structures to deliver a seamless, informative, and visually engaging user experience.

<https://finscia.io> January 2023 - January 2025

- Delivered responsive, animation-rich user interfaces using Framer.js, with seamless scaling across device breakpoints and browser environments.
- Engineered scalable CMS API structures aligned with component-based frontend systems, improving maintainability and accelerating new feature rollout.
- Automated static build pipelines by configuring webhooks tied to CMS events, improving publishing speed and reducing manual deployment tasks.

Figma XLT Plugin

A centralized management tool for Figma files used across multiple UI design teams—integrated with an in-house CMS to streamline editing and ensure consistency across multilingual content.

an internal project June 2024 - October 2027

- Leveraged Figma APIs to systematically parse and update text variables across all variable groups—enabling scalable design token management and streamlining UI consistency workflows.
- Developed a centralized collaboration hub for the UI Design and Planning teams—a web-based platform that served as the single source of truth, improving version control, alignment, and cross-functional efficiency.

Languages

- English (Fluent)
- Mandarin (Advanced)