

Jennifer Peng-Hsuan Lee – *Service & Product Designer*

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[portfolio: penghsuanlee.com](https://portfolio.penghsuanlee.com)

Service & product designer specialising in structuring complex product logic into clear user flows and documentation, with a focus on crafting visually refined digital interfaces and experience supporting cross-functional teams on B2B and AI-driven products. Available for full-time internship from July 2026 (6 months).

Experience

Rytass – UI/UX Designer – Taipei City

May 2024 – Aug 2025 [16 months]

- Standardised UX flow and information architecture of role-based CMS across client platforms such as Unobject and Megabank, reducing project onboarding and flow creation time by approximately 75%.
- Designed client-facing web interfaces for China Airlines, MegaBank, and Unobject in collaboration with the UI team, optimising high-traffic B2C platforms.
- Led 0–1 design system development for Asgard.ai, a no-code enterprise AI tool, defining core components, tokens, and interaction patterns to support faster product iteration.
- Delivered production-ready guidelines, handoff files, and visual documentation to streamline collaboration between design, project management, and engineering.

A Copy of a Copy – Interaction Designer – Taipei City

Jan 2024 – May 2024 [4 months]

- Designed physical and digital exhibition experiences, shaping spatial layouts and user interaction flows.
- Organised and visualised ESG data for Shanghai Commercial & Savings Bank through motion graphics and on-screen interfaces to enhance spatial user experience and guide visitor attention.

The Hong Kong Polytechnic University – Graphic Designer – Hong Kong

Dec 2021 – Mar 2022 [4 months]

- Designed and produced original graphics for PolyU's multi-channel marketing campaigns.

Asia Arts Archive – Communication Design Intern – Hong Kong

Oct 2021 – Dec 2021 [3 months]

- Created motion graphics and visual assets for social media campaigns, including the 2021 AAA Annual Fundraiser.

Cool Japan TV – Design Intern – Tokyo/Remote

May 2021 – Jul 2021 [3 months]

- Designed visual assets and supporting graphics for broadcast and digital content.

Education

MA Interaction Design – University of Applied Sciences and Arts of Southern Switzerland (SUPSI)

2025 – 2027

BA Communication Design, Minor in Japanese – The Hong Kong Polytechnic University

2019 – 2023

Integrated Design, Semester Exchange – Köln International School of Design

2022

IB Diploma – ACS (International) Singapore

2017 – 2018

Skills

Software: Figma, Figjam, ProtoPie, Framer, Webflow, Adobe Creative Suite, Claude Code, n8n, MediaPipe, HTML/CSS, JavaScript, TouchDesigner

Competencies: Design–engineering handoff, design systems documentation, UX research collaboration (interviews, usability testing), Responsive Web Design, Mobile UI, Figma/CSS Prototyping

Languages: English (Native), Chinese (Native), Japanese (Proficient)

Awards & Recognition

Fotomuseum Winterthur: Shadow Creatures – Remnance of Absence: Missing Origin selected for museum exhibition

UBS Plan Mode – Awarded 1st place among 6 teams responding to a UBS design brief.

HK4As Kam Fan Awards – Contributed to strategy and earned Student Merit Award.

PolyU URIS Scholarship – Conducted user research and prototyped sensory-based navigation systems for nighttime campus wayfinding.