

Lili Hsieh

UX Engineering MSc Student | UX Design & Web Development

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[LinkedIn](#) [Portfolio](#) [Github](#)

Profile

MSc User Experience Engineering student at Goldsmiths, University of London, with a background in International Business and Marketing. Interested in how culture, language, and everyday behaviour shape the way people interact with technology.

Education

Sep 2026 - Present

Goldsmiths, University of London, MSc User Experience Engineering

Sep 2023 - Aug 2024

EUM - Escola Universitaria Mediterrani, Exchange Student, Marketing

Sep 2020 - Jan 2025

Tunghai University, BBA in International Business

Skills

UX & Design: UI Design, Interaction Design, Wireframing, Prototyping

Design Tools: Figma, Adobe Illustrator, Adobe Photoshop

Web Technologies: HTML, CSS (basic understanding)

Development: AI-assisted Web Development

Creative Tools: Adobe Lightroom, Final Cut Pro

Projects

Tang Tai | Interactive Food Website

UX/UI Design · AI-assisted Web Development

- Designed and built an interactive website to help users explore food ingredients and cooking methods.
- Structured content and developed interactive features, including search functionality and dynamic content cards, using AI-assisted coding tools.

Small Steps | Personal Growth App Design

UX/UI Design · User Personas · User Flow

- Designed a personal growth app concept encouraging self-reflection and small, meaningful actions.
- Developed user personas, user flows, and interface designs to create an intuitive, supportive user experience.

ReadApp | Digital Reading Experience

UX/UI Design · Product Design

- Designed a digital reading experience integrating content exploration and note-taking features.
- Created interface concepts and user flows to simplify the reading and content discovery experience.

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Work Experience

Sep 2024 – Present

Sales & Digital Content Assistant (Part-time)

- Support daily sales operations by explaining pork cuts and recommending appropriate cooking methods based on customer needs.
- Assist foreign workers and new immigrants in English, improving accessibility and overall customer experience.
- Gather and analyze frequently asked customer questions to develop a clear, user-centered website information architecture.
- Developed an interactive bilingual Pork Cuts Explorer website and created Chinese and English digital content.
- Designed multilingual interface elements and interactive features to reduce information barriers for diverse user groups.
- Applied user observation, content organization, and front-end development skills, strengthening practical experience and interest in UI/UX design.

Apr 2020 - Jul 2020

Restaurant Server (Part-time)

- Provided table service in a fast-paced Korean restaurant environment.
- Took customer orders, served food and beverages, and responded to customer requests promptly.
- Explained menu items and assisted customers with food selections.
- Coordinated with kitchen and front-of-house staff to ensure accurate and efficient service.
- Maintained cleanliness and organization in dining and service areas.

Certifications

Google UX Design Professional Certificate · Coursera | 2024

Languages

Mandarin Chinese: Native

Taiwanese Hokkien: Native

English: Fluent

Korean: Intermediate

Spanish: Intermediate