

HUNG, CHENG-YANG

Visual designer

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| Den Haag , The Netherlands



Portfolio



LinkedIn Profile

#TeamPlayer

#SelfMotivated

#CanDoAttitude

I'm a visual designer blending UI/UX, branding, and illustration into thoughtful, human-centered design. With a curious mind and a hand-drawn heart, I bring warmth, clarity, and quiet confidence into every project. Now based in the Netherlands, I'm seeking long-term opportunities to design with purpose — and with people.

EXPERIENCE

Visual Designer

Freelance

Sep 2019 - Present

- Work closely with clients and developers to build digital products, including branding, logos, posters, packaging and postcards
- Translate business requirements and customer insights into wireframes, UI mock-ups and specifications, and prototypes
- Conduct User experience research through stakeholder and user interviews
- Familiar with developing brand guidelines and component libraries
- Take ownership of assigned projects and briefs, completing them within the designated timeframe

Visual Designer

CAPE Wine & Spirits Co., LTD

Nov 2020 - Present (In Contract)

- Created brand-consistent marketing assets (social, print, digital) with strong visual storytelling and attention to layout design
- Led visual execution for physical and hybrid events, collaborating cross-functionally to deliver high-impact campaigns
- Produced seasonal catalogues and integrated promotions, boosting sales by 22% and growing the customer base by 200+
- Managed print production and localized global brand assets by coordinating with vendors and international teams

UI/UX Designer Intern

Vision Design

Sep 2023 - Nov 2023

- Conducted user research and competitive analysis to guide user-centered design decisions
- Designed wireframes, task flows, and low-fi prototypes for usability testing and iteration
- Supported brand identity and visual consistency within the design system
- Collaborated on information architecture with backend teams and external UX partners
- Led stakeholder interviews and synthesized cross-departmental needs for government digital projects

Seasonal Sales Advisor

The White Company

Nov 2022 - Dec 2022

- Provided excellent customer service and surpassed customer expectations at every opportunity
- Researched and resolved pain points in the consumer flow to increase the smoothness of the shopping journey
- Identified customer needs and answered product-related questions, such as product's price, features and benefits
- Took every opportunity to obtain customer data to expand the TWC database and encouraged customer loyalty

Counter Staff and Event Assistant

Renwu Public Childcare Centre

Feb 2017 - Apr 2018

- Controlled on-site safety for an average of 120 people per day, 6 days a week, assisted 11 staffs with work tasks, paperwork and filing, set up themed areas for all seasons and looked after children
- Managed the event with tutor and compiled the participant's information and called them before the event to remind them of the time and the essential things to note

UI/UX PROJECTS

ĀCHI

UI Designer

Feb 2023 - Mar 2023

- Designed an app for films recommended daily in colour and a quote, which across smartphones and smartwatches
- Created design deliverables of brand identity, wireframes, end-to-end user flow, and click-through prototypes to communicate design decision
- Received positive feedback on intuitive design and organized visual hierarchy

Flow in art

UI/UX Designer, Product Designer

Seb 2022 - Oct 2022

- Designed a volunteer registration flow for galleries hire platform
- Integrated art industry opportunity information and application forms to reduce pain points in the process
- Conducted user research consisting of 4 competitive audits, 5 interviews, and 8 usability studies to gain user feedback
- Led 5 contextual interview sessions to understand users’ struggles and goals
- Created paper and digital wire-framing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs

Mossphere Studio

UI/UX Designer, Product Designer

Apr 2022 - Seb 2022

- Designed a mobile app for Mossphere Studio from conception to delivery
- Provided a secure online shopping experience with complete product information, video presentations and customer feedback
- Conducted user research consisting of 5 competitive analysis, 4 interviews, and 7 usability studies to gain user feedback
- Established UX/product strategy solidified by data analytics, market & user research, and user testing

ACTIVITY

Volunteer for Conscious Kitchen

Apr 2025
Regular volunteer for Conscious Kitchen’s weekly Food Rescue Dinner, supporting front-of-house coordination and engaging with guests on sustainability awareness.

UI Research for HsinchuPass

Oct 2023
Research on UI Design of Digital ID Service Integration App in Hsinchu City (Phase I)

Google UX Design Certificate

Oct 2022
Earn the Google UX Design Professional Certificate and have completed seven courses, developed by Google, that include hands-on, practice-based assessments and are designed to prepare them for introductory-level roles in UX design. Can complete the design process from beginning to end: empathizing with users, defining their pain points, developing ideas for design solutions, creating wireframes and prototypes, and testing designs to get feedback.

SKILL

| Language | Applied Skill |
|----------------------|----------------------|
| English (fluent) | Illustration |
| Mandarin (native) | Photography |
| Dutch (beginner) | Wire-framing |
| Tool | Prototyping |
| Figma | User Interface |
| Canva | User Research |
| Google Analytics | Usability Testing |
| Adobe creative suite | Iterative Design |
| Basic HTML and CSS | Interaction Design |
| | Visual Communication |

EDUCATION

MA Visual Communication

University for the Creative Arts | Seb 2019 - Seb 2020
Canterbury, United Kingdom

Summer Session in Industry Design

Auburn University | May 2015 - Oct 2015
Alabama, United States

BA Product Design

Shu-Te University | Seb 2012 - Jun 2016
Kaohsiung, Taiwan