

Yufang Liang

DESIGN... TRANSCENDS THE VERY WORD WE USE TO DEFINE IT.

*From human interface to AI, in each product-building phase:
Is this the right question to ask?*

EXPERIENCES

UI/UX Designer *Actiontec Electronics, Inc., Nov 2020 – Present*

Optim 6 — Enterprise Platform Redesign

- Overhauled legacy device console into a multi-persona enterprise platform supporting both Actiontec internal teams and external ISPs.
- Established an auditable documentation system to streamline cross-functional design decisions, governance, and compliance tracking.

NCS & Optim App (End user product)

- Lead the design of a white-label network configuration service for both desktop and mobile web based on the functional structure of OpenWrt.
- Planned the project scope for future delivery. Work is ongoing and partially in implementation.

Google Fiber

- Took over Google's design according to requirements, completed the design process and details, and drove the project to completion.

Optim

- The core product of Actiontec, an Internet management dashboard for ISPs.
- Audited Trade-In experiences, suggested changes, and redesigned pages.
- Websites, native mobile apps, brand materials and bespoke UI component library.

Freelance UI/UX Designer *Platform: Freelancer.com, Aug 2020 – Nov 2020*

- Kick-started the design process with low-fidelity concepts
- Provided design and brand marketing consulting
- Designed customized style guidelines, illustrations ,and marketing assets

System Analyst *Tung-I Information Service Co., Nov 2018 – Sep 2019*

IBM Solutions for core banking transformation – E.SUN Bank

- Designed the transaction services UI and user flow, and conducted integration tests
- Maintained the regular updates for the banking system

SKILLS

Design Thinking
Ethnographic Research
Information Architecture
Data Synthesis & Modeling
Personas
Task Analysis
Wireframing
Storyboarding
Lo-fi & Hi-fi Prototyping
Spec-driven AI workflow

TOOLS

Claude Code (agentic coding)
Figma · Figma MCP
Playwright (UI verification)
Git / Bitbucket
Cursor / Copilot
Figma, Sketch, Adobe XD
Maze, Userbrain, UsabilityHub

EDUCATION

National Chi-Nan University

BA in information management

National Chi-Nan University

BBA in information management

Contacts

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