



EVA MING-FANG TSAI

UX Specialist

PROFILE

Experienced professional with a background of over 5 years in customer service and 2 years in digital design, specializing in enhancing customer experiences. Currently working as UX designer in tech.

EDUCATION

Master in Media Innovation
Breda University of Applied Sciences
2021-2022

Bachelor of Arts in Applied English
National Kaohsiung University of Hospitality
and Tourism
2010-2014

SOFTWARE

Figma
Adobe XD
Adobe Creative Suite
Google Analytics
Microsoft Office

LANGUAGES

Mandarin (native)
English (full proficiency)
Dutch (beginner)

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Amsterdam

WORK EXPERIENCE

UX SPECIALIST – SOFTWARE IMPROVEMENT GROUP 2023-PRESENT

Currently leading initiatives to enhance user experience, including identification of user personas, crafting digital journeys, refining the interface of our products, as well as our company's website. Since joining, my work has substantially contributed to improvements in both adoption rates and user satisfaction. I introduced more intuitive design in product workflows, resulting in a better understanding of customers' needs and their end-to-end journey.

SERVICE DESIGNER – MR. MORRIS (PROJECT) 2022

Created a customer journey map, service survey and implemented a customer service vision and strategy for a local cafe, focusing on using the data to identify the improvement and enhance the overall customer experience.

UX DESIGNER – AEGON (PROJECT) 2022

Created digital concept of an online event with collective goal aiming to motivate internal employee's self-development.

PROGRAM REPRESENTATIVE – BREDA UNIVERSITY APPLIED SCIENCES 2021-2022

Worked with the marketing team to design effective marketing campaigns for the promotion of the university following the pandemic-induced drop in enrollments. This resulted in a significant increase in student enrollments in bachelor programs (+1.2%), especially among international students (+13.5%) in the year of 2022.

SHOPPING EXPERIENCE TEAM LEADER – IKEA 2021

Led IKEA Taiwan's Shopping Experience Team, fostering a customer-centric environment through effective leadership and training initiatives. Improved store operations and cross-departmental collaboration and introduced sample customer feedback sessions, resulting in an 8% increase in sales for the year 2021.

CABIN CREW – QATAR AIRWAYS 2017-2020

Elevated passenger experiences through rigorous attention to detail and customer-centric service. Recognized for effective crisis management and collaborative teamwork. Proven track record in delivering exceptional customer service, consistently receiving positive feedback from passengers.