



EVA MING-FANG TSAI

UX / Service Designer

FIND ME HERE!

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Tilburg, the Netherlands

*I am eligible to work in EU without sponsorship

EDUCATION

Breda University of Applied Sciences

Master Media Innovation

2021-2022

National Kaohsiung University of Hospitality
and Tourism

Bachelor of Arts: Applied English

2010-2014

SOFTWARE

Adobe Creative Suite

Figma

Adobe XD

Google Analytics

Microsoft Office

SKILLS

Primary research

Secondary research

Site-mapping

User flows / journeys

User scenarios

Storyboarding

Wireframing

Prototyping

Interface design

Evaluative research

Storytelling

Evaluative research

Experience design

Service design

Facilitating workshops

Event hosting

LANGUAGES

Mandarin - Native

English - C1

Dutch – A1

CERTIFICATION

- Google Foundation of UX design

- Online Dutch A1

LEADERSHIP & AWARDS

- ESN Breda Marketing Coordinator 2021

- NKUHT Dept. of Applied English PR Manager

2014

WORK EXPERIENCE

| **Service Designer Mr. Morris (Project)** Tilburg/ Remote - Recent

- Created customer service vision and strategy for a local cafe
- Conducted service evaluations – surveys to gain insight about service quality, customers' needs and expectation
- Analyzed the gathered data and created customer journey map to understand the entire customers' experience

| **UX Designer Aegon (Project)** Breda 2022

- Designed a digital concept sketches to empower eternal employees' self-development, resulting in a highly satisfied customer base
- Conducted thorough user research and problem discovery, uncovering key insights and driving design decisions
- Facilitated brainstorming and design thinking sessions, leading to the generation of numerous innovative design solutions

| **Program Representative Breda University of AS** 2021- 2022

- Spearheaded the development of an information package for prospective students, leading to an increase in recruitment
- Collaborated with the marketing team to effectively promote BUAs and boost student enrolment
- Organised and facilitated virtual events, such as webinars and open days, to boost visibility and engagement

| **Shopping Experience Team Leader IKEA** Taiwan 2021

- Effectively managed shopping tools to optimize customer experience in-store
- Spearheaded two projects across departments
- Gathered and evaluated customer experience, in collaboration with Product and Marketing team

| **Cabin Crew Qatar Airways** Doha 2017 – 2020

- Provided excellent in-flight service including helping with passengers' needs and resolving any issues they may have during the flight.
- Ensured flight safety and responded to any emergencies that may occur during the flight