

Jianing Hou / Jeans Hou / 侯佳寧

Creator, Product Designer, UX/UI Designer, Product Builder, Planner

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Experience

LINE Bank

Product Designer (Senior Manager)

2024 - May 2026

- Led design for foreign exchange features, design guideline building, and the top page revamp, managing project timelines and design resources.
- Defined end-to-end design processes and operations, including file management and component library. Built the UI team from the ground up, establishing workflows for both internal execution and external negotiation.
- Directed motion graphics and animation production, collaborating closely with illustrators and animators to develop new visual assets.
- Presented design outcomes to leadership and C-level stakeholders, incorporating feedback into iterative improvements.

Planner (Manager)

Jan 2022 - 2024

- Managed project schedules and design resources across several products, from concept to launch. Delivered projects from 0 to 100, including LINE Wallet collaboration, mutual fund investment, and securities settlement accounts.
- Collaborated with Korea-based design teams to ensure documentation consistency across markets.
- Partnered with stakeholders and developers to validate business models and technical constraints prior to project planning.

Metropia

Senior Product Designer

Oct 2020 - Dec 2021

- Designed a navigation app published in US and TW, covering map navigation, carpooling, and wallet payment features.
- Partnered with the US business team to gather requirements and refine product functionality.
- Collaborated with developers to ensure design quality, tracking bugs against schedule.
- Delivered quarterly design reports to leadership, demonstrating design's impact on production quality.

Next Bank

Experience Designer

Jun 2020 - Oct 2020

- Led design for login screens, transfer flows, pocket account, and splash animations, partnering with PMs and developers to build the banking app and landing site.
- Established the design language system, including style guides and component library.
- Conducted internal stakeholder interviews and partnered with marketing to enhance the overall user experience.

Cloud Interactive

UX/UI Designer

Oct 2018 - Jun 2020

- Led the Carrefour app design project end-to-end, delivering the design language, guidelines, and full screen flows.
- Delivered design consulting for different clients, including Carrefour Taiwan, Genting Group, Formosa Plastics Group, and DA CIN Construction.
- Partnered with in-house PMs and Taiwan-based developers to ensure product quality and resolve design issues during development.

17 Live

UI Designer (EC focused)

Jan 2018 - Aug 2018

- Contributed to the EC backend system for order and product management.
- Produced EC visual assets, including product photography, marketing materials, and promotional posters.

Alibaba Tmall UED

Visual design intern

2014 summer

- Supported marketing design for EC campaigns, including a one-page earthquake relief donation site and a daily mini-game.

Education

MA / NCTU - Institute of Applied Arts (Visual Design)

Feb 2014 - Oct 2017

Thesis: Study and Design of Metaphor in Graphic Design with Optical Illusion

BBA / FJU - Department of Information Management

Sep 2008 - Jun 2012

Capstone PJ: Open the door – escape room game in 3D (by Unity 3D)

Skills

Tools

Figma, Sketch, Adobe series, AI agent (familiar with Claude)

Soft

Design process, UX/UI focused, Product architecture, Business strategy, motion graphic, graphic design, 3D model