

CHIA-YING TSAI

+43 67762061555 hellochiaying@gmail.com chiayingtsai.com

I am a full-stack Product Designer with 6+ years of experience shipping end-to-end digital products across enterprise, B2B, and B2C — from discovery and user research through design systems to production UI. I specialise in accessible, inclusive design (WCAG 2.1) and currently design AI-powered accessibility tools. I turn ambiguous problems into shipped products that balance user needs, business goals, and technical feasibility. Based in Austria, open to remote roles across the EU.

WORK EXPERIENCE

UX Designer, Almpower.org (Part-time) Remote Feb 2026 – Present

- Design and prototype AI-powered solutions that make communication more accessible for people who stutter.
- Apply accessibility-first practice to conversational and AI-driven interaction patterns, from concept to tested prototype.

Career Break — International Relocation UK → Austria Dec 2024 – Jan 2026

- Planned break to relocate from London to Austria and establish residency.
- Stayed current through design mentoring for early-career designers and self-directed upskilling in accessibility and AI-assisted prototyping.

Experience Designer, Capgemini London, UK Sep 2021 – Nov 2024

- Led experience design for My Heathrow, consolidating flights, parking, rewards, and offers into a single customer platform for one of Europe's busiest airports — shipped to production to drive loyalty-programme engagement.
- Owned ongoing UX of the airport's live parking-booking service — a revenue-critical product — shipping iterative features that balanced usability, accessibility, and visual impact.
- Designed an omnichannel retail experience — e-commerce app, prototypes, and design system — bridging digital and in-store touchpoints, including operations dashboards for store staff.
- Led UX and accessibility guidance for a national tax platform, optimising user flows against WCAG standards for a public-sector service used UK-wide.
- Facilitated stakeholder workshops and design reviews across four enterprise engagements, aligning UX decisions with brand and business goals.

UX Designer, Snook (NEC Digital) London, UK Jul 2020 – Aug 2021

- Delivered tested UX prototypes for a private-banking platform enabling staff to verify customers — planned and ran usability sessions and iterated on the evidence.
- Designed Kinship Connect, a support platform connecting kinship carers with guidance, resources, and community — grounded in interviews with 20 carers.
- Built journey maps, workflow tools, and dashboards in fast discovery-to-prototype cycles within cross-functional agile squads.

Service Design Intern, Snook (NEC Digital) London, UK Oct 2019 – Jun 2020

- Co-facilitated workshops for public-sector clients, aligning stakeholders around service strategies and improvement goals.
- Created service blueprints and prototypes for a charity by synthesising user research into opportunity areas.

Freelance Product Designer London, UK Jun 2018 – Aug 2019

- Designed the brand identity, design system, and first-release app for Kapsule, a pharmaceutical-blockchain startup — from logo concept to production UI.
- Redesigned a performance-review SaaS platform end-to-end, from information architecture to production-ready UI.
- Facilitated workshops with academic staff at a London university college and delivered prioritised UX recommendations.

Product Graphic Designer, dog hunter LLC / Arduino srl Taipei, Taiwan Nov 2013 – Nov 2016

- In-house designer across two sister open-source hardware brands — PCB product visuals, packaging, and exhibition materials, collaborating with R&D and marketing in an international team.

EDUCATION

MA, Service Design University of the Arts London 2017 - 2018

BA, Industrial Design National Kaohsiung Normal University 2010 - 2013

EXPERTISE

- UX Strategy & Design Thinking
- Usability Testing & User Research
- Information Architecture & User Flows
- Wireframing & Prototyping (Figma)
- Visual Design & Design Systems
- Accessibility & Inclusive Design (WCAG 2.1)
- Workshop Facilitation & Stakeholder Alignment
- AI-Assisted Prototyping (Vibe Coding)

CERTIFICATIONS

- Designing for Accessibility
- Accessibility for Web Design
- Vibe Coding Fundamentals

LANGUAGE

- English - Professional
- Mandarin - Native
- German - Basic

VOLUNTEER

- Design Mentorship for Early-Career Professionals and Graduates 2022 - 2025
- Volunteer UX designer, Your Space Time CIC 2020