

Maida (Lin Wei Ting) Hu

PRODUCT DESIGNER

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Right to work in the UK. Graduate Route visa valid to April 2028, no sponsorship needed.

Product designer for health and medical products, working from discovery through to release. Designed the companion app and the bedside touch panel for a smart pressure-relief care bed now in use in ICU and rehabilitation wards at four hospitals in Taiwan and China. Industrial design background: I design the screen and the hardware it runs on, and ship to production in Next.js.

EXPERIENCE

UI/UX Designer

EBIO Technology Inc. | Taipei, Taiwan | Sep 2021 to Sep 2022

Medical device company of around 20 people building smart pressure-relief care beds, in use across ICU and rehabilitation wards at four hospitals in Taiwan and China. One of two designers, embedded in the engineering team alongside 3 engineers.

- Owned the iOS and Android UI for the bed's companion app across a full release cycle, from wireframe to shipped build.
- Enlarged touch targets and rebuilt the colour palette for higher contrast after a 300-participant study with Chang Gung Memorial Hospital, Taiwan's largest private hospital group, showed elderly and low-dexterity users making repeated input errors.
- Designed the interface for the bed's 200 x 80 mm bedside touch panel — a wide, short screen with no keyboard, on a surface that has to survive alcohol wipe-down between patients — and worked with 3 engineers to keep panel and app behaviour consistent, so nurses moving between them had nothing to relearn.
- Ran a fortnightly iteration cycle for a year, turning issues the sales team brought back from hospital trials into prioritised UI changes. Also designed the app icon, still in use on the App Store.

Design & Project Coordinator

Sheng-Yi Tech (ShenYi Tec Inc.) | Taichung, Taiwan | Aug 2023 to Aug 2024

EdTech contractor of around 20 people delivering classroom projects for Taiwan's Ministry of Education. Designed the in-room signage and icon systems for school builds, and coordinated supplier delivery and design output across 15+ concurrent contracts, all delivered on schedule.

Design & Outreach Coordinator

MCUT Indigenous Students Resource Center | Taipei, Taiwan | Sep 2022 to Jun 2023 | part-time, alongside the final year of my BSc

Built the centre's annual visual identity and campaign materials, and owned the key visual for a three-month cultural exhibition that drew around 900 visitors.

SELECTED PROJECTS

maidahu.com — portfolio site, design and build | Sep 2026

- Designed and built the site solo in Next.js and GSAP, deployed on Vercel.
- Cut the deployment from 151 MB to 57 MB and one video from 13.5 MB to 1.3 MB. Added skip links, semantic headings and language attributes for the bilingual content.
- Worked AI-assisted, but against a written specification with acceptance criteria and a rule that the model stops and asks rather than inventing; when output was wrong, the fix was usually cutting it.

Sui-Sui — home practice app for elders with early dementia, self-directed | Jun 2026

- Reworked the format three times — take-home gift box, then tablet, then phone — after each version failed a different test: the box could not support repeat practice, and checking device ownership showed far fewer elders had a tablet than expected.
- Designed for ageing eyes and hands: 16pt minimum type, WCAG AA contrast, distinctive letterforms, and setup reduced to three questions instead of a profile form.

EDUCATION

MA Design: Expanded Practice (Distinction) — Goldsmiths, University of London | Sep 2024 to Dec 2025. Practice-led research using self and family ethnography.

BSc Industrial Design — Ming Chi University of Technology, Taipei | 2019 to 2023

SKILLS

Design Interaction and UI design, design systems and tokens, motion and micro-interaction, accessibility and inclusive design (WCAG 2.2), usability testing and data-informed iteration.

Tools Figma, Adobe Creative Suite, React and Next.js, HTML/CSS, GSAP, Git, CAD (SolidWorks, Creo, Rhino).

Working AI-assisted design workflows (written specs, acceptance criteria, review gates), design handoff, cross-functional work with engineering.

Languages Mandarin (native), English (professional working proficiency).

AWARDS

Architecture MasterPrize 2022, Winner and Honourable Mention; Red Dot Design Concept 2022, Finalist; Ministry of Education startup grant 2022, NT\$300,000.