

YIHAN HUANG

黃 亦 涵

Founder & Visual Director — Creative Director as a Service

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PROFILE

Founder and Visual Director with 10+ years across UI/UX, brand identity, and creative direction. I operate at the level of direction and judgment — setting visual systems and brand strategy rather than only executing screens — and back that judgment with the ability to ship: I design, then build working products with modern AI-augmented tooling.

Founded and independently run a design & content company, owning every decision from brand strategy and visual systems to the digital products and internal tooling that run it. 30+ delivered projects spanning brand sites, e-commerce, mobile experiences, interactive installations, and Web3 applications, with 6+ years of remote, cross-functional collaboration alongside engineers, data teams, and PMs.

EXPERIENCE

Eau Atlas Co., Ltd. 氣味圖譜有限公司

Kaohsiung, Taiwan

Founder & Visual Director

Mar 2026 – Present

- Founded and independently run a design & content company, owning all creative direction, brand strategy, and business decisions end to end.
- Provide **Visual Director-level creative direction** for cultural events and brands — leading with direction and brand judgment rather than execution alone (a "Creative Director as a Service" model).
- Built the company's digital infrastructure from scratch, including a **self-built quotation-management application** (single-page app integrating localStorage, PDF export, and two-way Google Sheets sync) that systematizes the full proposal-to-payment flow.
- Designed and launched the content platform eauatlas.com with an **SEO / AEO (Answer Engine Optimization)-first architecture**, structuring content for citability in the AI-search era.

Matters Lab

Remote

UI/UX Designer → Visual Director

Sep 2020 – Feb 2026

- Promoted to **Visual Director (Feb 2024)**; led design across five major products with development, data, operations, and product teams.
- Drove iterative design for websites and PWAs, design-system maintenance, brand identity, and social visuals.
- Core product: Matters.Town, a decentralized publishing and public-discourse platform built on IPFS and driven by cryptocurrency.
- Designed UI/UX and visual systems for NFT and Web3 initiatives including Travelloggers, Billboard (an NFT ad platform), The Space, and Logbook; contributed brand identity for the Frontline Fellowship.

Watchout, Co.

Remote

UI/UX Designer

Oct 2019 – Aug 2020

- UI/UX designer at an independent media outlet, working with the design team, front-end developers, and PMs.
- Rebuilt the government-commissioned Social Innovation Platform (Ministry of Economic Affairs) into an accessible, inclusive site; co-designed the civic platform 2030 Taiwan Plus (Executive Yuan).
- Contributed information architecture, UI, proposal writing, and live presentations across five government website tenders.
- Designed the March cover and inner pages for the National Taiwan Museum's publication Taiwan Natural Science; illustrated editorial visuals and infographics.

Nasrio

Kaohsiung, Taiwan

UI/UX Designer

Nov 2018 – Oct 2019

- UX planner and UI designer at a project-based studio; completed 15+ projects including 9 corporate sites, interactive platforms, and on-site interactive games.
- Designed the online storybook site for Taichung Flora Expo's public-art project, co-designing the stage-clear interaction and a photo-compositing system.
- Independently rebranded and redesigned Nasrio's website; delivered five front-end builds in HTML, CSS, and jQuery — gaining full-cycle experience from planning and quoting to design and front-end.

MOPCON (Mobile Open Platform Conference)

Remote

Website UI Designer (Volunteer)

Apr 2019 – Oct 2019

- Volunteer UI designer for southern Taiwan's largest developer conference; analyzed attendee data to improve the sponsor page and engagement.

SKILLS

Design Leadership & Direction

Visual direction • Brand strategy & identity • Design systems
• Evaluating & directing AI-generated output (selecting strong directions, articulating precise corrections)

Core Design

UI/UX • Figma • Adobe Photoshop, Illustrator, InDesign • After Effects, Premiere Pro • Motion & 3D (Blender, Cinema 4D, Lottie) • Illustration

AI-Augmented Workflow

AI prototyping (Figma Make) • Vibe coding with Cursor, Claude Code & Vercel (working proficiency, designer-level) • Conversational UI • Designing for generative & agentic AI products • Multimodal product design
Currently building an AI-based personal health product (PWA) applying conversational, agentic, and multimodal patterns.

Build & Front-end

Next.js • Vercel • HTML5, CSS3, Sass • JavaScript (ES6+), TypeScript • Translating design into working products

Content & Discoverability

AEO (Answer Engine Optimization) • SEO content architecture

Currently Exploring

v0 • Lovable • Framer AI

EDUCATION

National Taiwan University of Arts

Dept. of Visual Communication Design

SELECTED CLIENTS

Matters.Town • Ministry of Economic Affairs (SME & Startup Admin.) • Executive Yuan (Board of Science & Technology) • National Taiwan Museum • Nowhere Bookstore • Moneybook

LANGUAGES

Mandarin Chinese (native) • English (professional working)