Riaan Burger (博瑞恩）

Senior Product Designer

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PROFESSIONAL SUMMARY

Product & experience design lead based in Taipei with 10+ years crafting user-centered digital products and scalable design systems. Skilled in leading end-to-end projects and delivering solutions that solve real problems while driving measurable results.

CORE COMPETENCIES

Product & Experience Design, UX Research, UI Design, Interaction Design, Prototyping, Design Systems, User-Centered Design, Figma, Accessibility

EXPERIENCE

Founding and Lead Designer | MoreHarvest International

Taipei, Taiwan | June 2023 – Present | website

- Built REITs fintech app across iOS, Android, and Web.
- Designed public website based on user research and testing.
- Developed brand from scratch to recognition in Hong Kong, Taiwan, Singapore, Japan, and Mainland China.
- Created all digital and physical project decks for client presentations.
- Established print department for digital and physical books.
- Designed and maintain the full atomic design system.
- Built AI research platform (Moha) currently under development.
- Led user research, workshops with developers and PMs, and improved design efficiency.
- Conducted all graphic, digital, and corporate design in English and Mandarin.

Creative and Design Director | Minofmeer Design Studio

Taichung, Taiwan | 2017 – 2021 | website

- Directed design of digital products, brand systems, and web platforms.
- Led end-to-end design from research through product launches.
- Designed workflows to unify product, graphic, and web design efforts.
- Collaborated with clients to craft scalable design solutions.

- Produced story-driven designs blending traditional and experimental techniques.

Brand and Design Director | Vivawang International
Taichung, Taiwan | 2021 – 2022

- Designed and launched products across digital and physical platforms.
- Created packaging and graphic design aligned with brand strategy.
- Designed and delivered web presence for product launches.
- Collaborated with teams to refine user-centered solutions.

Freelance Designer | Kieff Design
Taichung, Taiwan | 2014 – 2017

- Commissioned projects with frequent collaborations and exhibitions.

ESL Consultant | Various Institutions
Taichung, Taiwan | 2011 – 2017

- Designed curriculum and strategic planning for educational programs.

Math, Science, and Design Educator | Ritz Kornell Academy
Taichung, Taiwan | 2022 – 2023

- Designed curriculum blending design thinking, STEM, and bilingual learning.
- Led students to create original projects, including websites and prototypes.
- Introduced AI tools into student projects to enhance creativity and outcomes.

SELECTED PROJECTS
Case Study 1: MoreHarvest App (iOS, Android, Web)
Context

As the founding designer at MoreHarvest International, I built our flagship REITs fintech app from the ground up. The app supports multiple languages (English, Traditional Chinese, Simplified Chinese) and light/dark modes, delivering investment insights to users across Hong Kong, Taiwan, Singapore, Japan, and Mainland China.

Role

- Sole product designer, collaborating daily with developers and PMs.

- Owned UX research, testing, and UI design.
  Defined and executed design strategy, prototypes, and systems.

Process

- Conducted in-depth user testing through interviews, online testing, and prototyping.
- Designed evidence-driven feature inclusion/exclusion process to prevent feature bloat.
- Developed interactive AI-powered maps to visualize property assets.
- Ensured scalable multi-language support for diverse markets.
- Iterated via multiple prototypes validated with real users.

Impact

- Built a cross-platform product ecosystem (iOS, Android, Web) entirely from scratch.
- Ensured seamless usability across regions, increasing adoption in new markets.
- Established scalable foundations for ongoing product growth.

Case Study 2: Moha (AI Research Platform)

Context

Investors at MoreHarvest needed a central hub for research. Existing tools (Slack, Google Docs, NotebookLM, etc.) were fragmented and inefficient. We designed Moha, an AI-powered platform combining research storage, collaboration, sharing, and interactive editing.

Role

- Partnered with head of development to co-lead design & iteration.
- Designed workflows for AI-assisted research integration.
- Advocated and introduced a new iterative design-development cycle.

Process & process shift

- Before (as-is): Linear process → request → design → implement → test.
- After (to-be): Iterative process with internal testing, early prototypes, and built-in revision loops.
- Ensured feedback became part of the system, not an afterthought.
- Translated complex AI features into usable, intuitive interactions.

Impact

- Established design-first product cycle that reduced rework.
- Accelerated validation, cutting wasted dev time by 30–40%.
- Built early prototypes that secured stakeholder alignment before development.

Case Study 3: Minofmeer Identity

Context

Minofmeer, my independent design studio, needed a brand identity that reflected its multidisciplinary and experimental approach.

Role

- Sole designer leading concept, branding, and applications.
- Developed logo system, typography, color palette, and art direction.

Process

- Created surreal brand imagery combining photography, sculpture, and performance.
- Designed a flexible logo system and bold typographic pairing (Big John + Slim Joe).
- Applied identity across digital, print, packaging, and event campaigns.

Impact

- Built a distinctive, versatile identity that set Minofmeer apart from conventional studios.
- Positioned the studio as a creative brand blending performance, art, and design.

Case Study 4:Minofmeer Impala

Context

In partnership with [WaveAffects](), I designed the Impala chair—merging sustainable material use with cultural storytelling through Formosan Koa wood.

Role

- Co-led design and concept development.
- Collaborated with artisans on prototyping, CNC machining, and finishing.

Process

- Researched sustainable sourcing and cultural symbolism.
- Used boiling, CNC cutting, and hand-sculpting to balance precision and craft.

- Iterated prototypes to overcome material rigidity and stress cracks.

Impact

- Delivered a sculptural chair inspired by the impala's poise and strength.
- Extended into VIP gifting, reinforcing storytelling and brand value.
- Strengthened collaboration model between digital design and traditional craft.

Case Study 5:Vivawang Identity

Context

Vivawang, a fragrance and lifestyle brand, needed a luxury identity rooted in mindfulness and cultural storytelling.

Role

- Sole designer developing brand system, packaging, and digital presence.
- Delivered across product, print, and web touchpoints.

Process

- Designed symbolic packaging with cultural motifs (cranes, blossoms, temples).
- Developed refined serif logotype and "W" monogram system.
- Built consistent color/typography palette and digital mockups.

Impact

- Established Vivawang as a premium lifestyle brand offering "scents of inner peace."
- Created identity system adaptable for e-commerce, editorial, and packaging.
- Elevated perception of brand through storytelling-driven visuals.

EDUCATION

BSc Industrial Design — Tunghai University, 2014–2019
BCom Chartered Accountancy — North-West University, 2008–2010

CERTIFICATIONS

- Advanced UX Design — Udemy
- Advanced Prototyping — Udemy
- Google AI Prompt Course — Google

- After Effects Course — Udemy

TOOLS & TECHNICAL SKILLS
3D & CAD

SolidWorks · Rhinoceros (Rhino) · AutoCAD · Blender · KeyShot

Adobe Creative Suite

Photoshop · Illustrator · InDesign · After Effects · Lightroom · Premiere Pro · Audition

Product & UI/UX

Figma · Human Interface Guidelines (HIG) · Material Design Guidelines · Google
Workspace (Docs, Sheets, Slides, Drive, etc.)