



# Riaan Burger

Senior product designer / design lead

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**PRODUCT DESIGN**

**DESIGN SYSTEMS**

**BRAND IDENTITY**

**AI/ML INTERFACES**

Selected product, systems, and brand work.

Complex products. Regulated domains. Real constraints.

# Education

## **BSc Industrial Design — Tunghai University**

Bachelor of Science in Industrial Design

**2014 – 2019**

## **BCom Chartered Accountancy — North-West University**

Bachelor of Commerce in Chartered Accountancy

**2008 – 2010**

# Work Experience

## **Founding and Lead Designer | MoreHarvest International**

Taipei, Taiwan

**June 2023 – Present**

Led all design efforts, including fintech apps, website, brand, decks, and print department. Built and maintain atomic design system; oversee AI research platform development.

## **Creative and Design Director | Minofmeer Design Studio**

Taichung, Taiwan

**2017 – 2021**

Led design direction for multiple client brands and product launches. Managed full creative process, balancing brand, product, and digital deliverables.

## **Brand and Design Director | Vivawang International**

Taichung, Taiwan

**2021 – 2022**

Directed brand and product design strategy across multiple launches. Led creative team producing packaging, graphic, and web design.

## **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**

Directed hands-on workshops guiding students from challenge to presentation. Mentored students in using AI and design methodology for real-world projects.

I design and ship complex digital products in regulated and high-stakes environments. My work focuses on turning ambiguity into clear, production-ready systems that hold up over time.

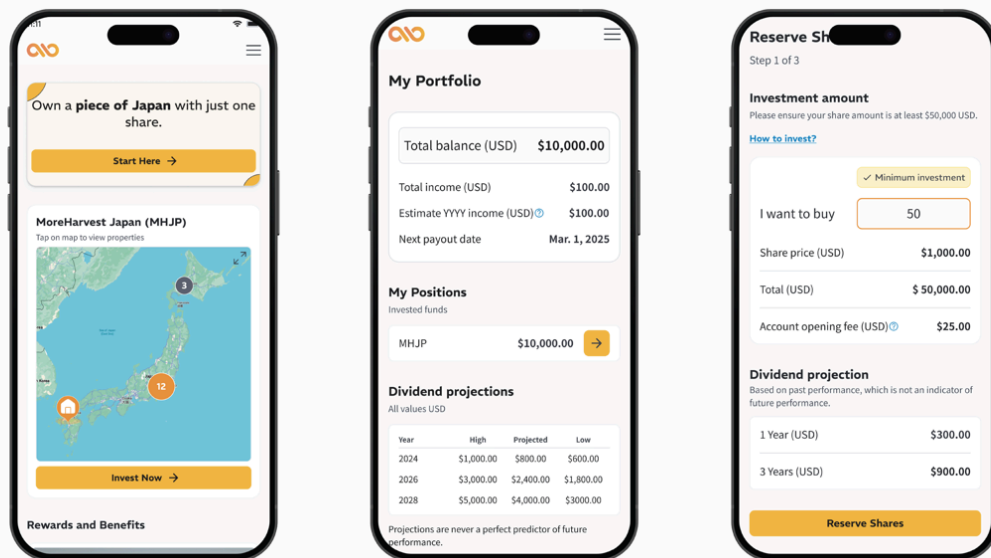
I am comfortable operating as a sole designer or leading design within small teams. I work closely with engineering and product to make defensible decisions, manage trade-offs, and ship work that survives contact with reality.

This document highlights a small set of projects that best represent how I think and work at senior level.

## MoreHarvest — cross-platform regulated fintech product

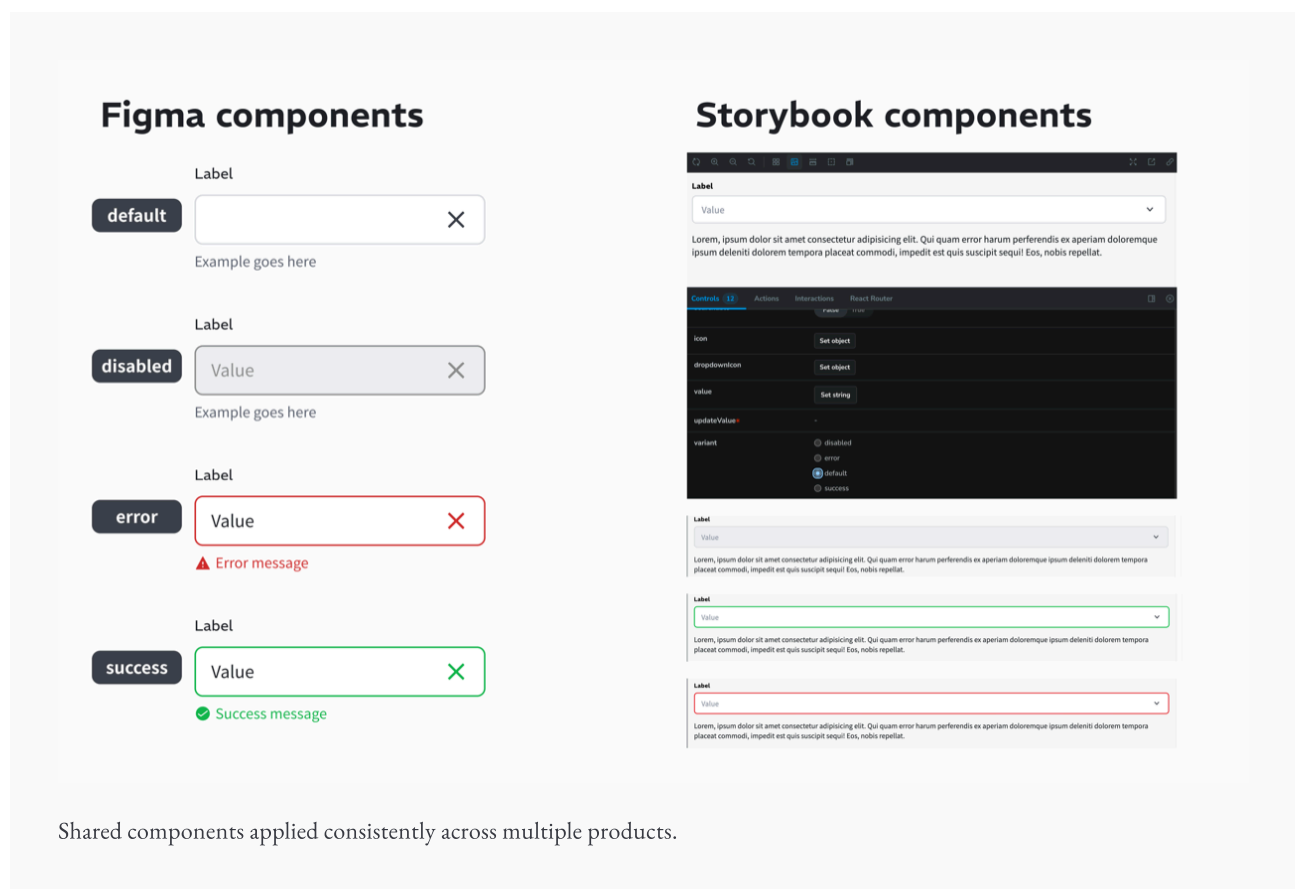
I designed and shipped a regulated REIT investment platform across iOS, Android, and web as the sole product designer. The work involved turning strict compliance requirements into clear, usable flows for non-expert investors across multiple APAC markets.

The product shipped into live investment contexts and was designed to absorb regulatory change without major redesign.



Primary investment flow showing compliance-driven structure.

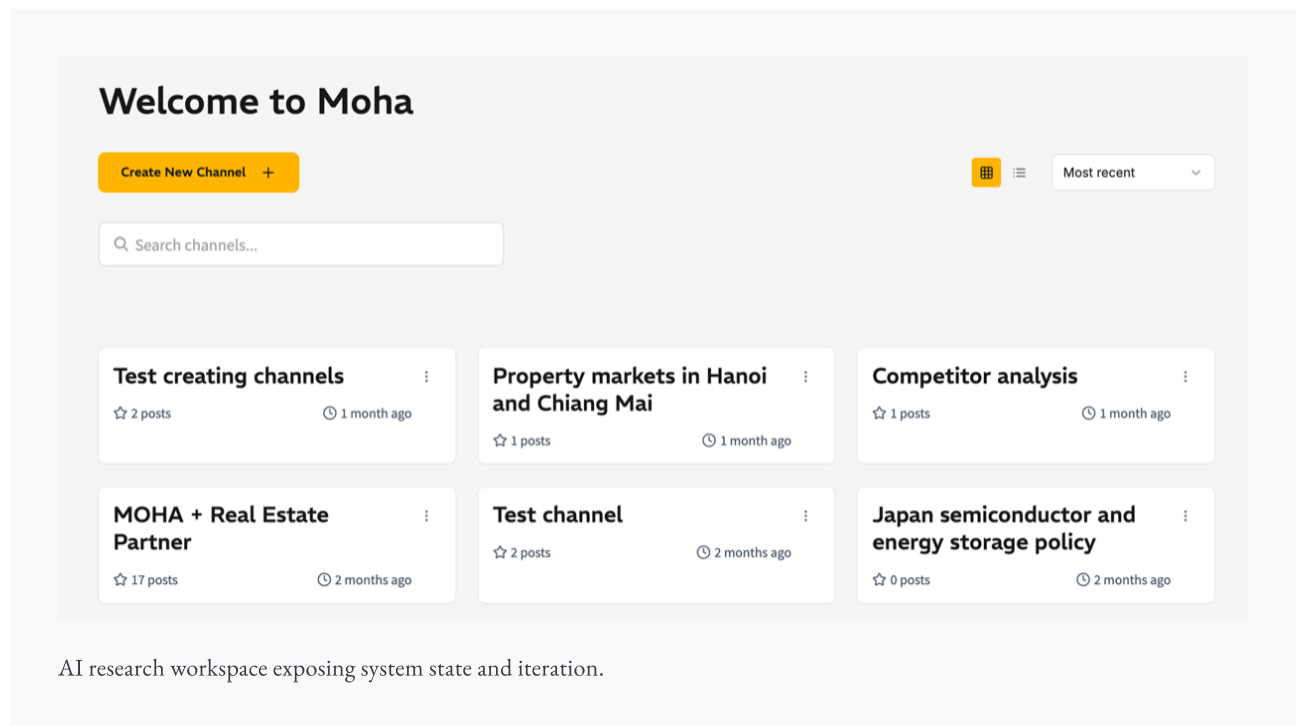
The system reduced duplication and supported faster delivery across teams.



# Moha Intel — AI research and intelligence workspace

I led UX design for an AI-enabled research workspace built for expert users. The challenge was making powerful but opaque systems understandable and trustworthy.

The product prioritised transparency, iteration, and control over novelty.



## Brand work

Alongside product work, I have delivered brand identity systems where clarity, structure, and repeatability mattered more than surface expression.

These projects focus on building systems rather than looks, defining rules that allow brands to scale without fragmentation.

## Minofmeer — brand identity

I designed a brand identity system for a consumer-facing product, focusing on structure and longevity rather than trend-driven expression.

The identity scaled cleanly across touchpoints without constant redesign.



Restrained identity system designed for consistent application across touchpoints.



## Vivawang — brand identity

I designed a flexible brand identity for a fashion-led product, balancing distinctiveness with consistency. The system supported variation without fragmenting the brand.



Identity framework allowing variation within clear boundaries.

## Phoenix — brand identity

I delivered a clear, restrained brand identity aligned with product intent and real usage constraints. The work prioritised clarity and repeatability over decoration.



Practical identity system designed for everyday use.

Across these projects, the common thread is ownership, judgment, and delivery under constraint.

The work reflects experience in regulated domains, multi-market products, systems design, AI-driven interfaces, and brand systems built to last. These are environments where poor decisions are expensive and clarity matters more than novelty.