

Wen-I (Spring) Liang, PhD

hello@drspring.dev • <https://drspring.dev> • Taipei, Taiwan • open to relocating

Materials scientist and founder with 15 years across experimental research, product building, and industry. PhD in Materials Science; spent four years at Lawrence Berkeley National Laboratory working on liquid-cell TEM and microfabricated liquid cells. Co-founded Elos, raised over US\$450K through crowdfunding, and built its international operations. Since 2022, I have worked directly with Taiwanese manufacturers on commercial strategy and operations; more recently, I built an AI marketing content product and am developing an internal sales-operations system for a manufacturing client.

EXPERIENCE

2022 –
Present
Taipei

Brander – Founder

DayOne Solutions – Partner & Lead Consultant

- Led strategy, go-to-market, and digital communication engagements for 7 Taiwanese manufacturers and brands, totaling about US\$280K in contracts over 3+ years. Most clients renewed at least twice and stayed more than two years.
- **ORA Engineering** – Repositioned a titanium bike-frame manufacturer from a contract factory competing on price to a named engineering brand; the work won a Red Dot Award: Brands & Communication Design in 2025. Now designing and building its internal sales-operations product, bringing fragmented inbound inquiries into one workflow with AI-assisted structured extraction, research, prioritization, and initial English reply drafting, while keeping routing and sales decisions with the team.
- **SolidFocus** – Repositioned a 45-year fitness equipment manufacturer from an OEM supplier to an engineering- and medical-grade development partner. Ran its marketing for about a year, then handed the function over to in-house staff.

2016 –
Present
San Jose,
CA →
Taipei

Elos Skateboards – Co-founder & COO

- Raised over US\$450K through crowdfunding campaigns in the US, Taiwan, and Japan for the mini commuter skateboard.
- Built e-commerce and fulfillment operations across Amazon US, Japan, and EU; three online stores; and warehouses in the US, Taiwan, and Japan.
- During COVID supply-chain disruptions, cut SKUs and automated order flows. A two-person team still runs the brand today.
- Led licensed collaborations with Disney Japan for Star Wars and Studio Khara for Neon Genesis Evangelion.
- Expanded the product line into protective gear, lights, reflectors, and other accessories; several became Amazon best sellers.
- Still oversee monthly business performance and use automated workflows to monitor Amazon sales, inventory, and listing operations.

2024 –
2025
Taipei

Marketing Monster – Founder

- Built and released an AI marketing-content product to ~100 beta testers, using Cursor to develop the application. The product analyzed each company's website, social channels and brand context, then used the resulting profile to ground content generation in a chat interface.
- Designed the grounding and guardrail layer to reduce hallucination and AI-sounding tone by injecting structured brand facts, tone-of-voice rules, and negative prompts into each generation.
- Built with Next.js, Supabase, and OpenAI APIs.

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RESEARCH

2012 –
2016
Berkeley,
CA

Lawrence Berkeley National Laboratory

Visiting Scholar, Haimei Zheng Group

- Used in situ liquid-cell TEM to observe oxide nanostructure growth and battery-interface reactions in real time.
- Fabricated electrically biased liquid cells in UC Berkeley's Marvell Nanofabrication Laboratory cleanroom using photolithography, etching, and thin-film deposition.
- First-author papers in JACS (2015) and Chemistry of Materials (2015).

2010 –
2016
Hsinchu

National Chiao Tung University (now NYCU)

PhD Researcher, Ying-Hao Chu Group

- Grew complex-oxide thin films by pulsed laser deposition and molecular beam epitaxy; integrated BiFeO₃ onto silicon (Nanoscale, 2016).
- Published 29 journal papers, including 4 first-author papers; 2,044 total citations, h-index 22.

EDUCATION

PhD, Materials Science and Engineering

National Chiao Tung University, 2016

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