

Experienced UI/UX and Front-End Developer with 4 years of expertise across Gaming, Security, and E-commerce industries. Proficient in transforming complex problems into user-friendly and efficient solutions, driving project progress through data-driven insights and cross-functional collaboration. Actively seeking to transition into Product Management or Data Analysis, eager to apply solid technical and communication skills to contribute to product decisions and team success.

## KEY ACHIEVEMENTS

- Driving User Growth** : Increased user engagement by 25% for a gaming platform through optimized design and processes.
- Optimizing Performance & Experience** : Reduced page load times by 20%, significantly enhancing site speed and user satisfaction.
- Facilitating Business Conversion** : Implemented responsive design optimizations, increasing conversion rates by 10%; enhanced checkout process, lowering cart abandonment rates by 12%.
- Improving Team Efficiency** : Led the establishment of a scalable design system, cutting development time by 30%, and improving team collaboration efficiency.

## CORE COMPETENCIES

- Product/Project Collaboration** : Cross-functional teamwork, Requirements communication, Problem-solving, Project planning, Process optimization
- Data & Analytical Thinking** : User behavior insights, Foundational data understanding, Optimization assessment
- Technical Implementation** : HTML, CSS, JavaScript, Vue.js, Reat, Responsive Design, Cross-browser compatibility
- Design Principles** : User Research, Human-Computer Interaction, Prototyping, Design Thinking, Design Systems
- Tool Proficiency** : Figma, Photoshop, Illustrator, Jira

## WORK EXPERIENCE

- **UX/UI Designer & Front-End Developer**

Neutec Co., Ltd.

02/2022 - 02/2025

- Established and maintained a design system to ensure UI consistency, improving team collaboration efficiency and design delivery quality.
  - Led the game UI/UX process from concept to implementation, enhancing user experience and visual appeal.
  - Optimized UI/UX workflows, successfully increasing user retention by 30%.
  - Developed responsive UI designs to ensure cross-platform visual and functional consistency.
  - Collaborated closely with Product Managers and engineering teams to continuously iterate and optimize the user interface.
- **UI Designer**

Gotrust Co., Ltd.t

04/2021 - 02/2022

- Utilized Figma designs to craft intuitive UI/UX for an information security platform, streamlining communication across design and development teams.
  - Led design system implementation to standardize components and reduce development time by 60%, ensuring consistency and scalability.
  - Conducted continuous design maintenance to support evolving user needs and uphold design quality across product updates.
  - Enhanced site performance by reducing page load times by 20%, resulting in a 12% increase in user satisfaction.
- **Web Designer**

CBES Co., Ltd.t

02/2019 - 03/2021

- Responsible for UI design and the e-commerce platform visual design
  - Collaborate with front-end engineers to design
  - Maintain a responsive website, ensuring a smooth user experience
  - Design marketing web pages to increase promote brand exposure

## EDUCATION

**Bachelor's degree in Art**  
Natinal Chiayi University Taiwan

## CERTIFICATE

**UX Design Professional Certificate**  
Google