Fan YiHsuan
Taiwan . London

UI Engineer | Design Developer | Cross-Functional | Project Coordination

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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