



# FREYA NIE

Product Designer, UI/UX Designer

## SUMMARY

Dynamic UI/UX Designer with expertise in the product design lifecycle, including user research, target audience analysis, sketching, wireframing, and prototyping, as well as crafting marketing strategies. Skilled in aligning designs with brand identity to enhance recognition and storytelling across digital platforms. Adept at creating user-centric, intuitive interfaces that drive engagement and product success. Experienced in collaborating with stakeholders to translate insights into impactful designs and business outcomes.

## CONTACT



437-982-6877



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pupu0803.github.io/Freya-Portfolio

## EDUCATION

2018-2021      Georger Brown College  
Interaction Design

## SKILLS

User Experience, Design Interaction Design, User Interface, Usability Research, Empathy Map, Wireframing, Prototyping, User Testing

## EXPERIENCE

2021

Momoiland.Inc

Aug 1, 2021 to Dec 31, 2021

*UI/UX Design, Marketing Design*

- Designed the company's website .
- Designed and developed the company's e-commerce website.
- UI and UX design of mobile shopping platform.
- Marketing design.
- Brand related design.

2022

V-Ship.Ltd

Jan 3, 2022 until now

*UI/UX Design, Marketing Design*

- Responsible for the company's visual identity design and all marketing designs.
- Designed a temporary website to showcase the company's services, facilitating inquiries and pricing discussions for clients.
- Product design planning
  - Market Research and Analysis
  - Led the UI and UX design for the freight system platform and coordinated with development companies to build the freight website.
  - Crafting Marketing and Digital Strategies
- Creating the hiring criteria for the dispatch position, hired and trained new personnel.