



FREYA NIE

Product 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.

EDUCATION

2018-2021 Georger Brown College
Interaction Design

CONTACT



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pupu0803.github.io/Freya-Portfolio

SKILLS

UX Reaserch and Testing	95%
Product Management	85%
Interaction Design	95%
UI & Visual Design	92%

Interaction Design

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.