FAYE 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

SKILLS

UX Reaserch and Testing	90%
Interaction Design	92%
UI & Visual Design	95%
Branding & Graphic Design	95%

CONTACT

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EXPERIENCE

2021

Momoiland.Inc
Aug 1, 2021 to Dec 31, 2021
UI/UX Design, Marketing Design

- Designed and built the company's official website using Wix.
- Developed and customized the company's Shopify e-commerce platform.
- Created the mobile shopping platform design, focusing on intuitive UX, consistent branding, and seamless cross-device usability.
- Led the design of all marketing materials, including gift cards, shopping bags, and other promotional assets, maintaining visual consistency across all touchpoints.
- Designed brand assets such as the mascot and a full set of custom emoji/stickers.

2022

V-Ship.Ltd
Jan 3, 2022 to March 31, 2025
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
  - Research and analysis. Understand user needs, our goals, and market landscape through customer interviews and conversation, also competitor analysis.
  - Define Problems. Synthesize research findings to identify user pain points and business opportunities.
  - Ideation to UI Design. Create user flows and wireframes, and develop interactive prototypes. Finalize high-fidelity UI designs with a focus on usability and brand consistency.
- Crafting Marketing and Digital Strategies
- Creating the hiring criteria for the dispatch position, hired and trained new personnel.