

# QIANQIAN WEI

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Dutch Search Year Visa (Zoekjaar) – No Sponsorship Required

**Full-Stack Engineer** with a **Frontend** focus and a background in **UI/UX Design**. Specialized in building high-conversion e-commerce solutions and data-driven tools using **Next.js**, **TypeScript**, **Prisma** and **Tailwind CSS**. Proven ability to bridge the gap between complex design concepts and scalable technical implementation.

## SKILLS

- **Frontend:** React, Next.js, TypeScript, JavaScript, Unit Testing, React Testing Library, HTML, CSS, Tailwind CSS, Shadcn UI
- **Backend:** Node.js, Python, Prisma ORM, SQL, RESTful APIs, Clerk Authentication.
- **Tools & DevOps:** Git, GitHub, Vercel, Docker, ESLint, Prettier, Shopify/Liquid.
- **UX/UI Design:** Figma, Google UX certification (In Progress, 5/7)
- **Languages:** English (Professional Proficiency | 3-year English study and work experience), Chinese (Native).

## WORKING EXPERIENCES

Gaahleri   China   Full-time	<i>Full Stack Developer &amp; UX Designer</i>	Aug 2025 – Present
➤ <b>Project: Kaledio Color Mixer   Sole Full-Stack Developer &amp; UX Researcher</b>		
❖ Overview: Solely spearheaded the 0-to-1 development of a full-stack ecosystem, empowering artists with <b>personal color formula management</b> and an <b>intelligent color recommendation</b> engine driven by image recognition. By integrating an e-commerce loop with a custom <b>BI dashboard to monitor regional trends and consumer behavior</b> . Translated complex user data into actionable strategic insights for global Marketing and R&D departments.		
❖ Tech Stack: Next.js, TypeScript, Prisma, PostgreSQL(Neon), Authentication(Clerk), Tailwind CSS, Zod, Shadcn UI		
● <b>Color Engineering:</b> Integrated Mixbox (Kubelka-Munk theory) that calculates color proximity to suggest optimal pigment combinations and Kaledio Color matches, enabling users to generate <b>actionable mixing formulas</b> .		
● <b>Image Processing:</b> Engineered a <b>high-performance color picker using Canvas</b> , featuring automated image scaling and coordinate-to-pixel mapping to extract precise color data from user-uploaded images for instant palette generation.		
● <b>Personal Color Management:</b> Engineered a <b>personal library module</b> using Clerk for <b>secure authentication</b> . Enabled users to create, read, update, and delete (CRUD) custom color palettes and mixing formulas.		
● <b>Business Intelligence Dashboard:</b> Built an <b>Admin Analytics module</b> to manage Kaledio color, using <b>Prisma Aggregations</b> to track <b>regional color preferences and conversion rates</b> , providing actionable insights for localized marketing.		
➤ <b>Project: Aventus Brushes   UI/UX Designer &amp; Frontend Developer (Shopify)</b>		
❖ Overview: Developed an e-commerce solution for high-ticket custom airbrushes, encompassing from UX design to the interactive purchasing website build.		
● <b>UI/UX Design:</b> Designed a high-conversion, 5-stage customization flow (parts selection and real-time engraving preview). Reduced bounce rates by streamlining complex configurations into an intuitive, premium user interface.		
● <b>Frontend &amp; Customization:</b> Resolved critical rendering conflicts between third-party plugins and Shopify's native Liquid templates. Executed custom CSS injections and UI refactoring to ensure plugin functionality aligned perfectly with brand identity and cross-device responsiveness.		
● <b>Key Impact:</b> Secured a successful 0-to-1 brand launch with <b>\$362,302 total revenue in the first month</b> .		
➤ <b>Project: Website Rebranding   UI/UX Designer &amp; Frontend Developer (Shopify)</b>		
❖ Overview: Led the rebranding of global Shopify storefronts (EN/JP), migrating legacy light UI to a high-end dark mode via custom Liquid/CSS engineering; optimized cross-cultural typography and visual hierarchy while driving high-frequency visual iterations and brand premiumization for major campaigns.		
● <b>Frontend Theme Engineering:</b> Architected a custom CSS-in-Liquid framework to override legacy Shopify theme constraints, <b>migrating the storefront from a generic light UI to a high-end dark mode</b> .		
● <b>Visual Strategy &amp; Hierarchy:</b> Spearheaded the transition from Light to Dark mode, utilizing the "Canvas Effect" to enhance product prominence. <b>Increased visual focus on CTAs and core product imagery</b> by leveraging high-contrast ratios in a dark environment.		
● <b>Cross-Cultural Typography:</b> Optimized readability for the Japanese market by fine-tuning line-height and font-weight for Kanji/Kana characters on dark backgrounds, preventing visual "bleeding" and ensuring WCAG-compliant legibility.		
ATG Entertainment   London   Full-time	<i>Customer Experience Team Member</i>	Oct 2023 – Jul 2025
● Collaborated within a <b>50-person team</b> to manage <b>30+ daily international patron interactions</b> , leveraging <b>empathy</b> to identify and document recurring pain points in the customer journey.		

## EDUCATION BACKGROUND

University of People	<i>Master of Information Technology</i>	Sep 2025-Present
● Core Courses: Algorithms, Software Engineering, Database Management, and Machine Learning.		
● Availability: Available for immediate full-time employment; flexible with work hours.		
University University College London (UCL)		
University of Jinan	<i>Master of Gender,Society and Representation(Merit)</i>	Sep 2022 - Sep 2023
University of Jinan	<i>Bachelor of History(Ranked 1st, GPA: 93.27/100)</i>	Sep 2017 - Jun 2021
University of Jinan	<i>Bachelor of Chinese Literature and Language(Distinction)</i>	Sep 2018 - Jun 2021