

QIANQIAN WEI

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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** *Full Stack Developer & UX Designer* *Aug 2025 – Present*
- **Project: Kaledio Color Mixer | Sole Full-Stack Developer & UX Researcher**
 - ✧ **Overview:** Solely spearheaded the 0-to-1 development of a full-stack ecosystem, empowering artists with **personal color formula management** and an **intelligent color recommendation** engine driven by image recognition. By integrating an e-commerce loop with a custom **BI dashboard to monitor regional trends and consumer behavior**. 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
 - **Color Engineering:** Integrated Mixbox (Kubelka-Munk theory) that **calculates color proximity** to suggest optimal pigment combinations and Kaledio Color matches, **enabling users to generate actionable mixing formulas**.
 - **Image Processing:** Engineered a **high-performance color picker using Canvas**, featuring automated image scaling and coordinate-to-pixel mapping to **extract precise color data from user-uploaded images** for instant palette generation.
 - **Personal Color Management:** Engineered a **personal library module using Clerk for secure authentication**. Enabled users to create, read, update, and delete (CRUD) custom color palettes and mixing formulas.
 - **Business Intelligence Dashboard:** Built an **Admin Analytics module** to manage Kaledio color, using **Prisma Aggregations** to track **regional color preferences and conversion rates**, providing actionable insights for localized marketing.
 - **Project: Aventus Brushes | UI/UX Designer & Frontend Developer (Shopify)**
 - ✧ **Overview:** Developed an e-commerce solution for high-ticket custom airbrushes, encompassing from UX design to the interactive purchasing website build.
 - **UI/UX Design:** 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.
 - **Frontend & Customization:** 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.
 - **Key Impact:** Secured a successful 0-to-1 brand launch with **\$362,302 total revenue in the first month**.
 - **Project: Website Rebranding | UI/UX Designer & Frontend Developer (Shopify)**
 - ✧ **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.
 - **Frontend Theme Engineering:** Architected a **custom CSS-in-Liquid framework** to override legacy Shopify theme constraints, **migrating the storefront from a generic light UI to a high-end dark mode**.
 - **Visual Strategy & Hierarchy:** Spearheaded the **transition from Light to Dark mode**, utilizing the "Canvas Effect" to enhance product prominence. **Increased visual focus on CTAs and core product imagery** by leveraging high-contrast ratios in a dark environment.
 - **Cross-Cultural Typography:** 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** *Customer Experience Team Member* *Oct 2023 – Jul 2025*
- Collaborated within a **50-person team** to manage **30+ daily international patron interactions**, leveraging **empathy** to **identify and document recurring pain points** in the customer journey.

EDUCATION BACKGROUND

- University of People** *Master of Information Technology* *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 College London** *Master of Gender, Society and Representation(Merit)* *Sep 2022 - Sep 2023*
- University of Jinan** *Bachelor of History(Ranked 1st, GPA: 93.27/100)* *Sep 2017 - Jun 2021*
- University of Jinan** *Bachelor of Chinese Literature and Language(Distinction)* *Sep 2018 - Jun 2021*