

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, HTML, CSS, Tailwind CSS, Shaden UI
  - **Backend:** Node.js, Python, Prisma ORM, SQL, RESTful APIs, Clerk Authentication.
  - **Tools & DevOps:** Git, GitHub, Vercel, 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
➤ <u><a href="#">Project: Kaledio Color Mixer   Sole Full-Stack Developer &amp; UX Researcher</a></u>	❖ 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.	
● <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 actionable mixing formulas.	● <b>Image Processing:</b> 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.	● <b>Personal Color Management:</b> 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.
● <b>Business Intelligence Dashboard:</b> 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.	➤ <u><a href="#">Project: Aventus Brushes   UI/UX Designer &amp; Frontend Developer (Shopify)</a></u>	❖ 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 \$362,302 total revenue in the first month.
➤ <u><a href="#">Project: Website Rebranding   UI/UX Designer &amp; Frontend Developer (Shopify)</a></u>	❖ 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, migrating the storefront from a generic light UI to a high-end dark mode.
● <b>Visual Strategy &amp; Hierarchy:</b> 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.	● <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.	Oct 2023 – Jul 2025
ATG Entertainment   London   Full-time	<i>Customer Experience Team Member</i>	
● 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**

<b>University of People</b>	<i>Master of Information Technology</i>	<i>Sep 2025-Present</i>
<ul style="list-style-type: none"> <li>● Core Courses: Algorithms, Software Engineering, Database Management, and Machine Learning.</li> <li>● Availability: Available for immediate full-time employment; flexible with work hours.</li> </ul>		
<b>University</b>	<b>University College London (UCL)</b>	<i>Master of Gender,Sociey and Representation(Merit)</i>
<b>University of Jinan</b>		<i>Bachelor of History(Ranked 1st, GPA: 93.27/100)</i>
<b>University of Jinan</b>		<i>Bachelor of Chinese Literature and Language(Distinction)</i>