

# 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

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| <b>Gaahleri   China   Full-time</b>  | <b>Full Stack Developer &amp; UX Designer</b> | <b>Aug 2025 – Present</b> |
| ➤ <b>Project: Kaledio Color Mixer   Sole Full-Stack Developer &amp; UX Researcher</b>  |   |                           |
| ✧ <b>Overview:</b> 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 engine</b> 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. |   |                           |
| ✧ <b>Tech Stack:</b> Next.js, TypeScript, Prisma, PostgreSQL(Neon), Authentication(Clerk), Tailwind CSS, Zod, Shadcn UI  |   |                           |
| ● <b>Color Engineering:</b> Integrated <b>Mixbox (Kubelka-Munk theory)</b> that <b>calculates color proximity</b> to suggest optimal pigment combinations and <b>Kaledio Color matches</b> , <b>enabling users to generate 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 <b>extract precise color data from user-uploaded images</b> for instant palette generation.   |   |                           |
| ● <b>Personal Color Management:</b> Engineered a <b>personal library module using Clerk for 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>  |   |                           |
| ✧ <b>Overview:</b> 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 <b>high-conversion, 5-stage customization flow (parts selection and real-time engraving preview)</b> . Reduced bounce rates by streamlining complex configurations into an intuitive, premium user interface.  |   |                           |
| ● <b>Frontend &amp; Customization:</b> Resolved critical rendering conflicts between <b>third-party plugins and Shopify's native Liquid templates</b> . Executed <b>custom CSS injections and UI refactoring</b> 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>   |   |                           |
| ✧ <b>Overview:</b> Led the rebranding of global Shopify storefronts (EN/JP), migrating legacy light UI to a <b>high-end dark mode via custom Liquid/CSS engineering</b> ; 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 <b>custom CSS-in-Liquid framework</b> 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 <b>transition from Light to Dark mode</b> , 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 <b>fine-tuning line-height and font-weight for Kanji/Kana characters on dark backgrounds</b> , preventing visual "bleeding" and ensuring WCAG-compliant legibility.   |   |                           |

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| <b>ATG Entertainment   London   Full-time</b>   | <b>Customer Experience Team Member</b> | <b>Oct 2023 – Jul 2025</b> |
| ● Collaborated within a <b>50-person team</b> to manage <b>30+ daily international patron interactions</b> , leveraging <b>empathy</b> to <b>identify and document recurring pain points</b> in the customer journey. |  |                            |

## EDUCATION BACKGROUND

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