

QIANQIAN WEI

qianqianwei112233@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

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, Shaden 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 & UX Designer</i>	<i>Aug 2025 – Present</i>
➤ <u>Project: Kaledio Color Mixer Sole Full-Stack Developer & UX Researcher</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.		
❖ Tech Stack: Next.js, TypeScript, Prisma, PostgreSQL(Neon), Authentication(Clerk), Tailwind CSS, Zod, Shaden 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.		
➤ <u>Project: Aventus Brushes UI/UX Designer & Frontend Developer (Shopify)</u>		
❖ 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.		
➤ <u>Project: Website Rebranding UI/UX Designer & Frontend Developer (Shopify)</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.		
● 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	<i>Customer Experience Team Member</i>	<i>Oct 2023 – Jul 2025</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

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