Wen Yan

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OBJECTIVE

Passionate about creating user-centered digital designs, with strong skills in planning, executing, and monitoring projects. Proficient in Figma, Adobe, and Canva, and eager to contribute to innovative projects that enhance user experience and drive impactful results.

KEY COMPETENCIES

- Project Design (UI/UX): Wireframing, Prototyping, Design System, Interaction Design, Responsive Design
- User Research: Surveys, User Interviews, Usability Testing
- Toolkits: Figma, Adobe, Canva, Miro, WordPress, dribbble, mobbin, Trello
- Project Management: Planning, Execution, Reporting
- Additional Skills: Excellent communication and collaboration; Fluent English, Storytelling, Coding

PROFESSIONAL EXPERIENCE

Momochi UI/UX Mobile Project Redesign (Self-led project)   **08.2024-Present**

- Objective: Redesign Momochi's website to enhance user experience, specifically focusing on improving the online ordering process to increase mobile engagement.
- Research: Conducted extensive user research to identify key pain points. Found that 100% of users interested in ordering but faced challenges due to missing features like ordering system and checkout.
- Design Process: Developed mobile-first wireframes and interactive prototypes to visualize the new ordering process, based on research findings.
- Results: Increased user engagement, enhanced user experience and potentially boost business growth.

Kid's Toys E-commerce UI/UX Project Design (Self-led project)   **06.2024-07.2024**

I designed and developed a user-friendly online store using WordPress and WooCommerce. With a focus on bright colors, clear layout, and intuitive navigation, I created a fully functional website that's ready for customers to use with their own products.

Digital Advent Calendar Builder Project Design and Development (Team project)   **03.2024-05.2024**

I contributed as both UI/UX designer and partial full-stack developer, building a customizable digital calendar with HTML, CSS, React and Firebase. The tool enables users to create personalized calendars, blending functionality with a delightful user experience.

EDUCATION & CERTIFICATIONS

Web Development   **2023-Present**
Helsinki Business School   UI/UX Design, Style Guide, Wireframing, Prototyping, Coding

Bachelor of Engineering   **2013-2017**
Centria University of Applied Sciences   Basics of IT, Project Management, Business Management

REFERENCES

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