

# Wen Yan

[Portfolio](#) | [LinkedIn](#) | selinyan2016@gmail.com | 0449754273 | Vantaa Uusimaa, Finland

## KEY COMPETENCIES

- Project Design (UI/UX): Wireframing, Prototyping, Design System, Responsive Design
- User Research: Data Analysis, Surveys, User Interviews, Usability Testing
- Toolkits: Figma, SPSS, Google Forms, Canva, Miro, WordPress
- Project Management: Trello, Planning, Execution, Reporting,
- Additional Skills: Programming, Excellent communication and collaboration; Fluent English, Storytelling

## PROJECTS

### 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.

## PROFESSIONAL EXPERIENCE

### Beauty Advisor / La Prairie at Helsinki-Vantaa Airport

Mar 2018 - Aug 2023

- During seasonal campaigns, boosted user engagement by 30%, approached 800+ customers, and successfully converted 10 daily interactions into loyal clients by active listening and empathy-driven service.
- Achieved a continuous 32% sales increase over 4 months in 2019 through effective communication, storytelling and strong collaboration across functional teams.

## EDUCATION & CERTIFICATIONS

### Software 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

### Kalwar Santosh

Helsinki Business School / Web Development Teacher

Phone: +358447756412

Email : santosh.kalwar@bc.fi

### Cristina

La Prairie / Retail Manager TR Europe

Phone: 0049 151 64972504

Email : Cristina.Junker@LaPrairieGroup.ch