ShuTing Chen   UI Designer

I like to learn new knowledge and challenge all kinds of the impossible. The collision of sensibility and rationality creates a different thinking mode, which has beauty and the brain of an engineer.

RESUME

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Taiwan Taipei

Job Experience

HOPE Art StudioStaff Member
HOPE Art Studio

Event Exhibition:
The relevant personnel responsible for the event exhibition, including their solo exhibition, participated in five exhibitions of different scales and locations.

Main visual design:
He assisted the Yilan County Mayor and his Care and Development Association in the three-year curtain background design.

UI Designer   incumbent (2019.7-)
GIGABYTE

Product design:
Please participate in the pre-planning of the product and jointly design the goals and strategies of the project with PM, conduct design and interviews according to the needs, design the prototype of the product, and discuss with the front-end and back-end engineers after the prototype is established to complete the final product and release it.
During this period, he participated in and designed 20 projects, 14 of which were released and sold to the outside world.

Graphic Visual Design:
Draw suitable visuals for various products and festivals
Product promotional materials - produce suitable materials according to the product and display venue. So far, more than 30 promotional materials of different styles and types have been produced
E-newsletter - In response to external use of the business, draw suitable e-newsletter illustrations based on the content provided by the business
Festive POSM - Provide Marketing Business for Festive Greetings

Video shooting and editing:
Let the company go from having no video promotion in the past to having its product promotion video. A total of 20 videos have been shot and edited, and 7 of them are currently available for general users to watch on YouTube.

Document writing:
In addition to writing the Style Guideline definition file for Qianduan engineers, it also helps organize and write the back-end Schema file and the user manual for users to read. At the same time, the user manual is placed on the official website for general users to consult.

personal technology

Designer	Industry	Code
Illustrator	Auto CAD	C#
Photoshop	Tekla	HTML
Indesign	Arc GIS	CSS
Cinema 4D		JavaScript
Figma		

Job-related Experience

Tamkang University Classical Guitar Club/American Propaganda Director   2018-2020

Tamkang University Creative Digital Media Teaching Practice Center/   2019-2021
Marketing Team Member

National Treasure Jade Mountain Myth: Soul of Jade Mountain Taiwan Love/   2020
Members of Art Team

designer of Yilan County Mayor's Care and Development Association/   2020-2022
Screen background designer

Beautification of the staff rest area of Wanfang Hospital/   2021
Members of Art Team

Project achievements
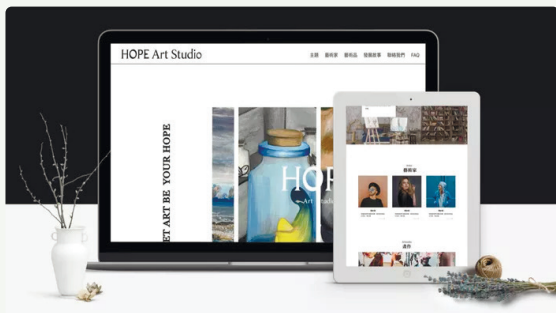
HOPE Art Studio Redesign

· Results: Product page conversion rate increased by 21%
· Serve as the main design leader and create a new design style for the studio
· Main content of the project:
   1. Product page revision
   2. Strengthen and enlarge product features
   3. Commodity portfolio planning
   4. Personalized product recommendation

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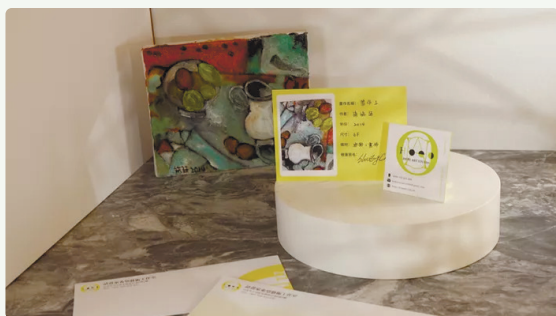
HOPE Art Studio Brand Design

Create your brand image for HOPE Art Studio, as well as brand and peripheral product design

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