

Yiping Lee (Phoebe)

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yipinglee.com



My passion is solving problems through compelling design solutions. I am adept at printed and digital marketing materials, website design and maintaining design systems

Education

Google
UX Design
Online
May, 2021

Hufan University
Industrial Design
Bachelor Degree
Jan, 2013

Fu-Hsin Trade and Arts School
Dept. of Advertisement
High School
June, 2008

Competences

- Photoshop
- Illustrator
- Figma
- XD
- Sumlime
- Cinema 4D
- KeyShot
- Pro/E
- Alias
- Showcase

Experience

Designer

May. 2020 - Nov. 2020

Aegis Custody (Fintech)

1. Design and manager marketing materials in both print and digital including websites, campaigns, pitch deck, infographics, digital posts on social media, banners, flyers, brochures, etc.
2. Assist research and development team to improve UI and UX for platform
3. Company website maintenance
4. Develop effective branding assets, manage and maintain the compliance and brand guidelines

Designer

Mar. 2019 - Aug. 2019

TCI CO., Ltd. (Biotechnology)

1. Ecommerce product page graphic design, product introduction slide, magazine advertising and banners
2. Produce press-ready final art for assorted print projects, including packaging, advertising, collateral and assembly of mock-up / prototypes

Senior Specialist

Aug. 2018 - Jan. 2019

Yaobang Co. (Meeting, Exhibition & Event Industry)

Technology rental, managed conferences and events including: computer equipment rental requirements and install, temporary worker service, on-site execution and management etc.

Designer

Apr. 2016 - Apr. 2018

Intention Co. (Commercial)

1. Product design, branding management, packaging design and social media management
2. Establish brand image, peripheral products and brochure design
3. Inventory management and order shipment

Specialist

Nov. 2015 - Mar. 2016

BRIGHT FORCE Human Resource Supplier (Temporary Worker Service)

Managed conferences, exhibitions and events including: temporary worker service, on-site execution and management, props / equipment rental and venues / decorations such as: Taipei International Book Exhibition, Secutech, Taipei building show, etc.

Specialist

Feb. 2013 - May 2015

International Copper Association (NPO)

1. Promote copper technology, products and high efficiency projects
2. Show exhibit and conference coordination
3. Booth and brochure design
4. Office administration