

Polly Yi-Chun Pan

Digital Product UI Designer

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EXPERIENCE

LiteShop | Product Designer

Nov 2016 - Jun 2018

An e-commerce and shopping cart solution for small business.

- Coordinated with developer to implement usability design and develop web-based shopping cart and mobile-first payment interface.
- Revamped landing page and decreased the bounce rate by 20%.
- Used LINE@ to handle online feedbacks and recommend improvements for future releases.

KKBOX | Product Designer

May 2015 - Jun 2016

Asia's leading music streaming service with over 10 million users and a collection of 45 million tracks.

- Designed mobile and web UI and collaborated with design team to ensure product consistency across all regions and platforms.
- Optimized search UI and hot keywords with search team.
- Collaborated with product planners and engineers to refine user experience and product visuals with innovative solutions.
- Participated in user experience research by using low- and high-fidelity prototyping.

KKBOX | Web UI Designer

Apr 2014 - Apr 2015

- Refined user interface on KKBOX website and payment page based on the corporate design guidelines and localization needs. Collaborated with product planners and front-end engineers.
- Cooperated with marketing team and designed promotional materials for notable projects, including The 10th KKBOX Music Awards and premium trial campaign.

avex taiwan | Web Designer

Apr 2013 - Mar 2014, Nov 2008 - Sep 2010

Japan's leading entertainment company, striving to create high-quality contents, in live, anime and, digital music industry.

- Designed, developed, and maintained websites, including J-Pop, K-Pop, and local artists websites, intellectual property event sites, and merch sites.
- Analyzed traffic with Google Analytics.
- Generated sales reports in Excel for metrics analysis.

Omusic (now friDay Music) | Visual Designer

Dec 2011 - Oct 2012

Music streaming service owned by Far EasTone, one of Taiwan's top three telecom operators.

- Collaborated with product manager and developer to create user interface for iPad app.
- Designed promotional materials for digital campaigns, including event pages and banners.

SKILLS

Design

Mobile / Web Design
App Design
Wireframing
Prototyping
Visual Design

Software

Sketch / Craft
Adobe Photoshop
Adobe Illustrator
InVision
HTML / CSS / SASS
Git
Keynote
Microsoft Office

EDUCATION

Informaiton Communication

Yuan Ze University
Bachelor of Arts
2000 - 2004