



# MENG-CHE WU (WILL)

## UI Designer / Frontend Developer

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[portfolio-mengche.vercel.app/](https://portfolio-mengche.vercel.app/)

### SKILLS

#### Design

Photoshop	Illustrator
Figma	InVision
Product Thinking	Visual Design
Design Systems	Wireframing
Prototyping	User Interface Design

#### Programming

HTML 5	Bootstrap 5
CSS 3	Tailwindcss 3
SCSS	Element Plus
JQuery	JavaScript
TypeScript	Pinia
Vue 3	Nuxt 3
Vite	Git

#### Language

Mandarin - *Expert*

English - *Intermediate*

### EDUCATION

**TAIWAN SHOUFU UNIVERSITY** • Sep. 2002 - Jun. 2006  
Bachelor of Business Administration, BBA

### EXPERIENCE

**IAUNTY** • Mar. 2017 - Jan. 2021

UI/UX Designer | Frontend Designer

HTML 5	CSS 3	JavaScript	JQuery	Bootstrap	Git	PhotoShop
Illustrator	Sketch	InVision	Figma			

- Design and develop the official website for launty - In 2020, it ranked first among similar websites in Taiwan, with a 30% increase in membership and a 43% increase in website traffic.
- Collaborated with the programming team to redesign the website and LINE Bot, defining the product roadmap and requirements. The updated order process led to a 23% increase in revenue in 2019.
- Led the company's design team, responsible for product strategy and design in Taiwan and Malaysia. Spearheaded the definition and implementation of design systems and branding to enhance user interface consistency, resulting in a 15% increase in monthly active users in the Taiwan region. Also, participated in the Asia-Pacific Youth Labor Trends Forum in 2018.

**APPLUCO** • Sep. 2014 - Nov. 2016

Graphic/Web Designer

PhotoShop	Illustrator	Sketch	Flinto	HTML 5	CSS 3	JavaScript
JQuery	Bootstrap					

- Designed and developed the "NonStop Travel" platform, offering a peer-to-peer itinerary arrangement for travelers, which resulted in a rapid increase in membership, surpassing ten thousand in a short period. In 2015, the platform received investment and cooperation from a subsidiary of Foxconn Technology Group. The website achieved its highest ranking in Taiwan at 576 in 2016.
- Assisted Director Qu Quanli in producing and promoting the crowdfunding websites for "Meili Taiwan" and "Meili China" in 2016.
- Designed the packaging for the century-old brand "Donghe Oil," and successfully placed the products in prestigious bookstores such as Eslite and Tsutaya. As a result, the annual revenue increased by over 400%. The brand's success also garnered attention from various media outlets, leading to multiple media reports and coverage.

### PARTICIPATE IN PROJECTS

**Intelligent Flood Warning System** • Sep. 2020 - Nov. 2020

Designed the front-end web page for the "Cloud Village Wisdom" system, which integrates AI technology and robot sensor technology. The system received recognition as an outstanding project in the field of Consumer IoT in 2020.

**Kinmarketon** • May. 2019 - July. 2019

Designed and developed the Kinmarketon website for Erratic Creation. The website showcased their models and products. In 2019, the website was exhibited at the WONDER FESTIVAL in Japan.

**Tournii** • Oct. 2017 - Apr. 2018

Designed and developed the self-driving scooter rental platform for Tournii, as well as collaboration pages with Acer and Accounting Checken. In 2019, the platform received recognition and support from the startup accelerator program, Line Protostar. By 2021, the platform's membership had exceeded 50,000 users.