

Hello, I'm Ellie.

😊 UI/UX Designer | Product Designer | Web Designer

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📍 Vancouver, BC

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Professional Summary

Creative and results-driven UI/UX and Product Designer with over 5 years of experience designing user-centered digital products, responsive websites, and e-commerce platforms. Skilled in user research, wireframing, prototyping, and front-end collaboration to deliver intuitive, accessible experiences.

Proficient in Figma, Adobe Creative Suite, HTML/CSS, JavaScript, React, and SEO optimization. Known for combining design thinking and data-driven strategies to solve complex problems and drive measurable business impact.

Professional Experience



Web Designer – Gubeiding

Mar 2023 – May 2024 (On-site, Taiwan – Taipei City)

- Designed and optimized e-commerce websites, increasing GMV by **125% YoY (Q1 2023 vs Q1 2024)**.
- Led SEO efforts, resulting in a **7x increase in total clicks and a 10x boost in overall exposure**.
- Enhanced user experience by streamlining checkout flows and integrating APIs for shipping optimization.



Visual Designer – VIIDA

Jan 2022 – May 2024 (On-site, Taiwan – Taoyuan City)

- Collaborated with developers and marketing to redesign the e-commerce website, achieving **3x higher conversion rates**.
- Delivered product pages, packaging designs, and visuals aligned with brand guidelines, contributing to a **219% GMV YoY growth**.
- Improved user engagement through user-centered design and storytelling.



Fashion Designer – Great Giant

Jul 2019 – Jul 2021 (On-site, Taiwan – Taipei City)

- Managed end-to-end product development for international clients including **Walmart, Amazon, and Target**.
- Conducted market research and created tech packs, overseeing production schedules and budget controls.
- Co-founded a new men's fashion brand, driving concept development and market entry.

Education

BCIT — New Media Design and Web Development

Vancouver, BC — Expected 2025

Focus:

UI/UX Design, Prototyping, Motion Design, Front-End Development

Fu Jen Catholic University — B.A. in Textiles and Clothing Design, Minor in Japanese

Taipei, Taiwan — 2019

Focus:

Developed skills in product design, trend analysis, and time management

Design & Development Tools



Figma

Design tool



Adobe Suite

Design tool



Lottie

Animation



HTML

UI



CSS

UI



JavaScript

Interaction



Tailwind

Framework



React

Framework

Languages

Mandarin — Native Proficiency

English — Professional Proficiency

Japanese — Conversational

Selected Projects & Impact

[Mobin Donut — Personal Side Project \(Full-Stack Collaboration\)](#)

Crafted **brand identity** and designed **responsive web** with Adobe Suite, integrating 3D models, then **developed** the platform using React, Tailwind CSS, and APIs — balancing design and development.

[E-Commerce Redesign — VIIDA](#)

Increased conversions by 3x through user-centered design, responsive layout improvements, and A/B testing for the e-commerce website.

[SEO — Gubeiding](#)

Achieved **7x growth in organic traffic** by redesigning site architecture, improving usability, and leading SEO strategy.

