Hello, I'm Ellie.

- UI/UX Designer | Product Designer | Web Designer
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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

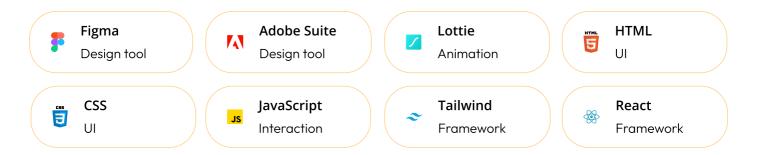
Fu Jen Catholic University — B.A. in Textiles and Clothing Design, Minor in Japanese

Taipei, Taiwan — 2019

Focus:

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

Design & Development Tools



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.

