# 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

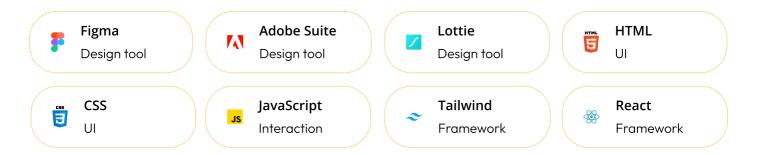
Fu Jen Catholic University — B.A. in Textiles and Clothing Design, Minor in Japanese

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

