Hello, I'm Ellie.

🙂 Designer | Solving Problems Through Design

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I'm a problem-solving designer with five years of design experience, driven by curiosity and adaptability. Starting in fashion, I transitioned into visual and web design to explore market trends and create meaningful experiences. I thrive in fast-changing environments, constantly learning and refining my skills to design solutions that not only look great but also make an impact.

Experience

Web Designer – Gubeiding

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

- Boosted company profitability by designing high-converting web pages, driving a GMV YOY growth of 125% (Q1 2023 vs. Q1 2024).
- Led SEO efforts, resulting in a 7x increase in total clicks and a 10x boost in overall exposure.
- Collaborated with marketing and logistics teams to optimize discount strategies and integrate APIs for faster shipping, enhancing customer satisfaction and operational efficiency.

Visual Designer – VIIDA

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

- Collaborated with developers and the marketing team to redesign the e-commerce website.
- Created web pages optimized for user interaction and experience, increasing conversion rates by 3x and achieving a GMV YOY growth of 219% (Q1/Q2 2021 vs. Q1/Q2 2022).
- Designed product images, packaging, and page layouts in line with brand guidelines.

Fashion Designer – Great Giant

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

- Conducted market trend research and prepared tech packs for international clients, including Warmart, Amazon and Target.
- Managed project timelines, ensuring adherence to budgets and schedules.
- Played a key role in building a new men's clothing brand from scratch for the company.

Education

BCIT, Vancouver, BC

New Media Design and Web Development, 2025

Key skills:
UI/UX design, prototyping, motion design, front-end development

Fu Jen Catholic University, Taipei, Taiwan

B.A.,Textiles and Clothing Design, Minor in Japanese, 2019

Key skills:
Time management, product development, trend analysis, problem-solving

Skills

Web Design
UI/UX Design
Animation
SEO & Digital Marketing
Project Management

Tools

HTML, CSS, JavaScript, React, Tailwind, GSAP, Lottie, Figma, Adobe suite

Language

Mandarin : Native Proficiency
English: Professional Proficiency
Japanese: Conversational