



## WEI EN TSENG

Web/Graphic Designer

Phone: 438-490-4871  
Email: wpdje@hotmail.com  
Portfolio: Link

### Profile

Web/Graphic Designer with eight years of experience creating clean, user-focused digital and visual content. Skilled in UI/UX design, web development support, product photography, and brand-aligned graphic design. I combine research, clarity, and efficiency to deliver polished work across websites, banners, labels, and social media content. Adaptable, detail-oriented, and strong in both independent and collaborative environments.

### Working Experience

#### iSpice Foods

**Graphic Designer / Photographer | 2024-2026 | Montreal, QC**

##### Website Design

- Updated Shopify/WordPress pages to match brand standards
- Identified layout and UX improvements

##### Product Photography

- Shot and retouched product images for web and print
- Organized and optimized files for internal use

##### Web Banner Design

- Created promotional banners using product photography and themed visuals
- Collaborated with team leads on campaign direction

##### Label Design

- Designed product and case labels using VideoJet, PDF, and LabelView

##### Video Content

- Produced weekly social media videos using Canva and CapCut

#### ITM Instruments

**Website / Front-End Designer (Team Lead) | 2017-2023 | Montreal, QC**

##### Project Management

- Organized incoming requests into clear project tasks
- Communicated updates to stakeholders

##### Team Leadership

- Assigned tasks based on skills and deadlines

##### Graphic Design

- Designed web banners, manuals, e-blasts, and social media graphics

##### Web Development Support

- Researched design trends and created mockups
- Collaborated with development, pricing, and content teams on new pages and features

##### UX/UI Improvements

- Used analytics and browser testing to identify issues
- Suggested solutions for better user experience

### Skill List

1. UI Design
2. Visual Design
3. Responsive Web Design
4. Interaction Design
5. Information Architecture
6. HTML & CSS
7. JavaScript & jQuery
8. Graphic Design
9. Web Banner Design
10. Product Label & Packaging
11. Product Photography
12. Typography
13. Color Theory
14. Project Management
15. Team Collaboration & Problem-Solving

### Software

1. Adobe Photoshop
2. Adobe Illustrator
3. Figma
4. GitHub
5. Google Analytics
6. Bootstrap
7. Coda & Adobe Dreamweaver
8. Canva
9. Shopify
10. WordPress

### Language

1. English
2. Chinese



### ***Sushi Shop Restaurant***

***Owner & Main Chef | 2007-2014 | Montreal, QC***

#### **Operations Management**

- Managed daily operations, inventory, and food cost control

#### **Process Improvement**

- Developed storage systems to maintain product quality

#### **Staff Management**

- Created schedules and trained staff to improve performance

### ***Education***

#### ***Christ College,***

Taiwan Business Administration Program —

Completed 90% of Degree Requirements

**2002-2005**

#### ***Shadd Health & Business Centre,***

Montreal Vocational Diploma in Computer Graphic Design

**2015-2016**

### **Portfolio:**

**<https://tsengweien.com/home>**