YI-CHEN ZHAO

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Work Experience

DeepWave | Taiwan

Sept 2019 - Jan 2022

Front-End Developer & UI Designer

- Designed and built an eCommerce platform to start a membership business with React. Actively cooperated with the Backend Developer to present user data and created an online shop with an intuitive checkout process that accepts payments online.
- Designed and created audio signal technology systems and worked closely with the Backend Developer to serve an AI service. Responsible for building the Deepwave audio signal systems with React and designing wireframes and mockups with Sketch. Visualized audio technology systems attract potential user to analyze their audio with AI technology.
- Redesigned and created a multi-page business website with React to grow business and target potential customers, which increased organic traffic by 300% according to Google Analytics's dataset.
- Handled multiple design projects, including service logo design, user interface design, and exhibition design.

Shui-Mu International Co Ltd | Taiwan

June 2017 - Feb 2019

Visual Communication Designer

- Designed highly creative graphics and promotional advertising for the Facebook fan page and Line account, boosting Facebook's organic reach by 18%.
- Redesigned the brand mascot and created animated visuals for the Facebook fan page, successfully increasing the followers by 12%.
- Created an HTML email monthly to attract and track potential customers.

FunNow | Taiwan

Mar 2017 - June 2017

Graphic / UI Design Intern

- Optimized mobile website by redefining content layout and checkout process using Sketch.
- Retouched and color-corrected over 1000 photos, creating photo posts for the Facebook fan page.

Education

Shih Chien University

Sept 2014 - June 2017

B.A. Applied Foreign Languages, GPA 3.78 / 4.0

Udemy

JavaScript: Understanding the Weird Part
The Web Developer Bootcamp 2020

Skills

Language: JavaScript, HTML
Frameworks: ReactJs, NextJs
Styling: CSS, SCSS
Tools: Webpack, Redux, Git, Bitbucket
Testing: Jest, React Testing Library
Design: Adobe Creative Suite, Sketch, Zeplin