YI-CHEN ZHAO

Front-End Developer

+1 (206) 669 3884 • yichenzhao8@gmail.com • https://yichen.vercel.app • LinkedIn • Kirkland, WA

Detail-oriented freelance front-end developer with 3 years of experience in building multi-platform websites. Proficient with JavaScript and ReactJs. Leverage the background in visual design to create user-centered design applications and solutions that seamlessly integrate functionality and aesthetics.

Work Experience

- **Front-End Developer/UI Designer / DeepWave /** Sept 2019 — Jan 2022
  - Spearheaded and launched over 4 online audio technology applications and collaborated with the Back-End Developer to integrate AI services.
  - Developed an eCommerce site and worked with a PSP to start an online store, which led to a 20% increase in sales revenue within the first 3 months.
  - Revamped the business website to increase traffic and reach the target audience, thereby achieving a 300% increase in organic traffic.
  - Completed 10+ design projects, including logo design, user interface design, and trade show booth design.
- **Visual Communication Designer / Shui-Mu International Co Ltd /** June 2017 — Feb 2019
  - Applied cutting-edge graphics and motion graphics to create interactive advertisements for social media sites, which boosted organic reach on the Facebook brand page by 18%.
  - Strengthened brand identity and achieved a growth rate of 12% on the Facebook brand page by refining the brand mascot and creating illustrations and animations.
  - Customized the HTML email weekly by designing new templates and implementing A/B testing to optimize the effectiveness of the marketing strategy that improved email CTR rates by 18%.
- **Graphic/UI Design Intern / FunNow /** Mar 2017 — June 2017
  - Supported the user flow optimization project with UI designer by conducting user research, analysis and prototyping to enhance the mobile website's user experience.
  - Performed post-production process to produce 1000+ high-level commercial photos for multimedia presentations.
  - Customized the trade show booth display kits with interactive elements and engaging graphics to drive potential clients at the event.

Education

B.A. Applied Foreign Languages
Shih Chien University / 2013 — 2017 / Taipei, Taiwan

Skills

Language: JavaScript, TypeScript, HTML, Python, Liquid
Frameworks: ReactJs, NextJs
Styling: CSS, SCSS
Tools: Webpack, Redux, Git, Bitbucket

Testing: Jest, React Testing Library
Design: Adobe Creative Suite, Sketch, Zeplin