



**YICHEN ZHAO**

I'm a **self-taught front-end developer and designer**.  
I am passionate about building excellent software  
with beautiful UI.

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## EDUCATION

### Shih Chien University

B.A. Applied Foreign Languages

Sept. 2014 - June 2017

GPA 3.78 / 4.0

## SKILLS

User Interface Design  
Graphic Design  
Motion Design  
Photo Editing  
Illustration

## TOOLS

Adobe Creative Suite  
(PS, AI, LR, AE, PR)  
Sketch  
Visual Studio Code  
Git

## Programming

HTML  
CSS / SASS  
JavaScript  
jQuery  
React.js  
Next.js

## EXPERIENCE

### Front-End Developer & UI Designer

DeepWave | Sept. 2019 - Jan. 2022

- Designed and built an eCommerce platform to start a membership business with React. Actively cooperated with Backend Developer to present user data and created an online shop with an intuitive checkout process that accepts payments online quickly.
- Designed and created audio signal technology systems and worked closely with Backend Developer to serve an AI service. Responsible for building the Deepwave audio signal systems with React and designing wireframe and mockup with Sketch. Visualized the audio technology systems attract the potential user to analyze their audio with AI technology in an easy way.
- Designed and built a business website with React, increasing website traffic by 300%.
- Produced designs across a variety of outputs and projects including branding, digital content, interface design, Apps, and exhibition banner design.

### Visual Communication Designer

A.S.O | June 2017 - Feb. 2019

- Designed highly creative graphics and promotional advertising for Facebook fan page and Line account, boosting Facebook organic reach by 18%.
- Redesigned brand mascot and created animated visuals for Facebook fan page which grew 12% followers.
- Designed and built responsive Html emails monthly to track potential customer with a 19% open rates.

### Graphic / UI Design Intern

FunNow | Mar. 2017 - June 2017

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