Yan Yan Chen
Experienced UX/UI Designer

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Professional Experience

UI / UX Designer
iBUYPOWER, Feb 2023-Present, Taipei, TW / California, US

Implemented mobile-first concepts for responsive website, conducting market research, gathering feedback, and analyzing data from Microsoft Clarity, Hotjar and Google Analytics 4 to enhance user experience.

- Conducted user research to gather insights and feedback, enhancing user interfaces and overall user satisfaction.
- Performed competitive analysis and monitored industry trends to drive innovative and competitive design decisions.
- Created high-fidelity mockups and interactive prototypes to demonstrate concepts and facilitate user testing.
- Applied user-centered design principles, incorporating iterative feedback from users and stakeholders to improve usability.
- Established and maintained a design system to ensure consistency across the entire webpage.
- Developed interactive prototypes and visual designs aligned with brand guidelines and the design system for a cohesive user experience.
- Revamped the configurator webpage, increasing the conversion rate by 3.16%
- Redesigned core pages, improving performance by 11 points and enhancing the SEO score by 8 points.
- Redesigned the store page, resulting in a 95% increase in sales.

Freelance UI / UX Designer
Case by Case Mar 2021-Dec 2022, New York, US

Led product development and designed on-brand visuals, collaborating with marketing, design, and development teams to create site content and layout.

- Marketing Firm Responsive Website Design
- Influencer Responsive Website Design
- Coding Course Responsive Website Design

Technical Skills

Industry Knowledge
User Interface, User Experience, User Research, Interaction Design, Personas & User story, Information Architecture, Rapid Prototyping, Design System, Usability Testing, RWD Principles, Mobile-first design, Design Planning, HTML, CSS

Tools & Technologies
Figma, Sketch, Adobe XD & Illustrator, Invision, Spline, Abstract, Zeplin, Jira, Hotjar, Google Analytics 4, Microsoft Clarity

Languages
Mandarin Chinese (native)
English (professional)

Education

Google Certificate,
User Experience Design
2021, New York, US

LIM College,
MPS in Fashion Merchandising and Retail Management
2019-2021, New York, US

Shih Chien University,
BFA in Fashion Design
2016-2019, Taipei, Taiwan