

# YI CHING CHEN

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## SUMMARY

I am a motivated and detail-oriented UI/UX and Product Designer with a strong background in visual design, e-commerce, and brand-driven digital experiences. I am experienced in transforming complex product information into clear, user-friendly, and structured design solutions across websites and digital platforms. With hands-on industry experience and formal training in User Experience Engineering at Goldsmiths, University of London, I bring together creative problem-solving, practical business understanding, and a strong user-centered mindset. I was recognized as a UX Awards – New Talent, reflecting my potential in delivering thoughtful and impactful user experiences.

## EXPERIENCE

**05/2023 to 05/2024** **Web / graphic designer**  
**SilverStone Technology Co., Ltd** - New Taipei City

**UX-focused web and product page design**

- Designed and maintained official website pages with a strong focus on clear information hierarchy and user comprehension.
- Created product pages and feature pages for new products, translating technical specifications into visually structured and easy-to-understand content for users.
- Designed a 20th Anniversary landing page that achieved 180,000 page views, the highest traffic in the website's history.

**Cross-platform User Experience Design**

- Designed visual and content layouts for e-commerce platforms (Amazon, Momo, PChome, Shopee), adapting information structure to different platform constraints and user browsing behaviours.
- Created platform-specific banners and product visuals to improve clarity and consistency across online touchpoints.

**Collaboration and Visual Communication**

- Collaborated with marketing and product teams to align user needs, brand messaging, and business goals.
- Designed EDM campaigns, website banners, and social media visuals to support user engagement and campaign objectives.

**10/2022 to 03/2023** **Activity Planning Section Specialist**  
**Far Eastern Department Stores Co., Ltd.** - New Taipei City

- Planned and coordinated large-scale promotional events.
- Collaborated with internal departments and external partners.
- Designed EDM materials for event communication.

**11/2019 to 07/2021** **Visual Designer**  
**Paidel Watch Co., Ltd** - New Taipei City

**Retail and E-commerce Experience Design**

- Designed visual materials for department stores, distributors, and branded counters, ensuring consistent brand presentation across physical and digital environments.
- Created e-commerce marketing visuals, adjusting layout and information emphasis to fit different sales channels and user scenarios.

- Designed POP materials for promotional campaigns, supporting product visibility, and customer attention in retail spaces.

#### Brand and Visual System Support

- Supported brand positioning through visual design, considering user perception and first-touch experience in both online and offline contexts.

03/2017 to 08/2018

#### Brand Project Manager Assistant

Nikai International Co., Ltd. - New Taipei City

##### Product and User Context Understanding

- Participated in new product development (skincare products), supporting product planning, and market introduction.
- Managed e-commerce platform updates, ensuring product information accuracy, and ease of understanding for users.
- Handled customer service-related tasks, gaining first-hand exposure to user feedback and consumer needs.

##### Cross-functional Coordination

- Assisted in brand marketing planning, channel coordination, and campaign execution.
- Designed supporting materials such as DMs, packaging, and posters, aligning product information with user-facing communication.

## SKILLS

- UX design
- Web design
- Graphic design
- User research
- Branding and logo design
- Photography
- Video editing
- Adobe Creative Suite

## EDUCATION

09/2015 to 01/2020

**Bachelor of Business Administration:** Communication and Innovative Management

Shih Hsin University - New Taipei City

- Studied interdisciplinary subjects covering digital content design, web design, visual communication, and e-commerce
- Led a team project examining generational differences in entertainment culture
- Responsible for visual design direction, social media materials, posters
- The project achieved high social media engagement due to strong concept alignment, and interactive design

09/2024 to 01/2026

**Master of Science:** User Experience Engineering

Goldsmiths University of London - City of London, LND

- Awarded UX Awards – New Talent, recognising emerging UX practitioners for strong user-centred thinking and design execution
- Completed graduate-level studies focused on user experience design, interaction design, and human-centred systems
- Developed UX projects integrating design thinking, technical understanding, and user-focused problem solving

## LANGUAGES

English:



Intermediate

B1

Chinese (Mandarin):



Proficient

C2

## ACCOMPLISHMENTS AND AWARDS

**Awarded, UX Design Awards** | UX Design Awards Nominated for excellence in UX Design.

## SOCIAL NETWORKS

- <https://www.linkedin.com/in/yiching-chen-313578227/>