



YICHING CHEN


UI/UX & DIGITAL DESIGNER

RIGHT TO WORK IN THE UK - GRADUATE VISA (NO SPONSORSHIP REQUIRED)

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 SE 1 London, UK

EDUCATION

GOLDSMITHS, UNIVERSITY OF LONDON

MSc User Experience Engineering
Sep 2024 - Sep 2025

SHIH HSIN UNIVERSITY TAIPEI

BA Communication & Management
Sep 2015 - Sep 2019

SKILLS

DESIGN

Figma (Advanced)
Adobe XD
Webflow

VISUAL

Adobe Creative suite
(Illustrator, Photoshop, Indesign)
Typography
Brand systems
E-commerce visuals

RESEARCH

User interviews
Surveys
Usability testing
Journey mapping
Persona development

METHODS

Wireframing
Prototyping
Information architecture
Design systems
Accessibility (WCAG)
A/B testing

TECHNICAL

HTML
CSS
Javascript basics
Responsive design

LANGUAGES

English (Professional)
Mandarin Chinese (Native)

AWARDS

**UX Awards — New Talent for Pawfect,
an AI-powered pet adoption platform**

PROFILE

UI/UX & Digital Designer with an MSc from Goldsmiths and 4+ years' experience across e-commerce, brand, and product launches. I combine user research with strong visual craft to ship work that drives measurable impact — including a launch page that hit 180,000 views, the highest in the company's history. Awarded UX Awards — New Talent for Pawfect, an AI-powered pet adoption platform (2025). Bilingual English / Mandarin, based in London.

WORK EXPERIENCE

UI/UX & Digital Designer | SilverStone Technology May 2023 – May 2024 | New Taipei City, Taiwan

A company that designs and manufactures PC hardware

- Led end-to-end UX for the company's official website and product launch pages — user research, wireframing in Figma, prototyping, and developer handoff.
- Designed the 20th Anniversary landing page that reached 180,000 page views — the highest traffic in company website history.
- Restructured information architecture for new product pages, translating technical specs into clearer, scannable layouts that improved comprehension and on-page engagement.
- Designed cross-platform e-commerce content (Amazon, Momo, PChome, Shopee), tailoring layouts to each platform's constraints and user behaviour.

Marketing & Campaign Designer | Far Eastern Department Stores Oct 2022 – Mar 2023 | New Taipei City, Taiwan

One of Taiwan's top three department store operators

- Designed EDM campaigns and digital promotional assets driving engagement across the chain's online channels.
- Planned large-scale in-store and online promotional events, coordinating with internal teams and external vendors on integrated campaign visuals.

Brand & Visual Designer | Paidel Watch Nov 2019 – Jul 2021 | New Taipei City, Taiwan

A company creating timeless quality watches

- Designed brand assets across e-commerce, retail, and POP materials, maintaining a consistent visual identity across all touchpoints.
- Optimised e-commerce product visuals for the company website and third-party platforms to improve clarity and conversion.
- Created in-store campaign materials supporting seasonal promotions and product launches, strengthening brand perception online and offline.