

YICHING CHEN

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SUMMARY

UI/UX and Product Designer specialising in user-centred digital experiences, e-commerce and product communication. Trained at Goldsmiths, University of London and awarded **UX Awards – New Talent**. Fluent in English and Mandarin, with strong cross-cultural collaboration experience.

WORK HISTORY

May 2023 - May 2024
Web / graphic designer
SilverStone Technology
New Taipei City, Taiwan

- Led UX design for official website and product pages, improving information hierarchy and user comprehension across key product launches.
- Designed 20th Anniversary landing page, achieving **180,000 page views — highest traffic in company website history**.
- Translated technical product specifications into structured, user-friendly product and feature pages, improving clarity and user understanding.
- Designed cross-platform e-commerce content (Amazon, Momo, PChome, Shopee), adapting layouts to platform constraints and user behaviour.

Oct 2022 - Mar 2023
**Activity Planning
Section Specialist**
Far Eastern
Department Stores
New Taipei City, Taiwan

- Planned and delivered large-scale promotional events to support brand and campaign objectives.
- Worked cross-functionally with internal teams and external partners to ensure cohesive event execution.
- Designed EDM campaigns and promotional materials to drive audience engagement and communication effectiveness.

Nov 2019 - Jul 2021
Visual Designer
Paidel Watch
New Taipei City, Taiwan

- Delivered consistent brand experience across retail and e-commerce channels.
- Optimised e-commerce visuals to improve product clarity and visibility across platforms.
- Designed in-store and POP materials to support campaigns and increase customer engagement.
- Strengthened brand perception across online and offline touchpoints.

SKILLS

- UX & Product Design
- User Research & User-Centred Design
- Web & E-commerce Experience Design
- Visual & Brand Design
- Content Creation (Photography & Video)
- Adobe Creative Suite

EDUCATION

Master of Science: User Experience Engineering | Goldsmiths University of London

- Awarded **UX Awards – New Talent** for strong user-centred thinking and design execution.
- Selected by faculty to submit dissertation research to *Computers in Human Behaviour* journal.
- Completed graduate-level UX projects integrating design thinking, interaction design and human-centred systems.

Bachelor of BA: Communication and Innovative Management | Shih Hsin University, New Taipei City

- Led visual design for a team project on generational entertainment culture.
- Achieved high social media engagement through concept-driven and interactive design.