

YICHING CHEN

DIGITAL & VISUAL DESIGNER



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SE 1 London, UK

PROFILE

Digital & Visual Designer with 4+ years of experience creating brand-led work across digital, print, retail and campaign channels, including landing pages, e-commerce assets, social content, POP and in-store displays. Experienced in translating brand and marketing objectives into clear, engaging visual experiences across online and offline touchpoints. MSc User Experience Engineering graduate with a strong understanding of user behaviour and digital interaction. Designed a campaign landing page that **reached 180,000 views — the highest traffic in the company's website history**. Bilingual English/Mandarin, based in London.

SKILLS

Design: Digital Design · Visual Design · Graphic Design · Brand Design · Campaign Design · Landing Pages · E-commerce · Social Media Content Design · Print · User Research · Exhibition Design
Tools: Figma · Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Adobe After Effects · Adobe Premiere Pro

WORK EXPERIENCE

Digital Designer | **SilverStone Technology** | May 2023 – May 2024 | New Taipei City, Taiwan

Global PC hardware brand

- Owned end-to-end design and maintenance of the company website, **uploading 8–10 new products monthly** and **designing pages for 100+ products in total**, including product introduction imagery.
- Designed the 20th Anniversary landing page (also serving as the Computex campaign page), which **reached 180,000 page views — the highest traffic in company website history** — with an average on-page dwell time of 1 min 36 sec.
- Connected the landing page, the on-site Computex exhibition, and a Facebook giveaway campaign into a single exposure loop, **lifting social engagement and shares by 67% compared to other campaigns** (per internal Facebook Insights).
- Directed and edited a product unboxing video in a faster, punchier style built for short attention spans; it became the account's top-performing post, with likes **up 43% and views up 73% against other posts**.
- Designed website banners, exhibition and trade show materials, in-store window displays, and event print collateral.

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

One of Taiwan's top three department store operators

- Designed EDM campaigns, website banners and digital promotional assets, applying consistent visual standards across the chain's online channels.
- Designed POP materials for large-scale in-store and online promotional events tied to the retail calendar — including Chinese New Year, early spring, the Hirosaki (Japan) exhibition, Christmas and recurring market/bazaar events.
- Collaborated across 7 merchandising departments and external vendors on integrated campaign visuals, working within a retail group operating at national scale.

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

Taiwanese watch and lifestyle brand

- Designed brand assets — including light box displays, window designs and POP materials — **deployed across 21 retail and department store locations, plus 70+ partner watch retailer locations**, working closely with internal sales teams and distributors to keep updates consistent.
- Produced image shoots, photo retouching and branded content **across 38 KOL collaborations**.
- Optimised e-commerce product pages, achieving an **average on-page dwell time of 1 min 37 sec**.
- Created in-store seasonal campaign materials supporting product launches, strengthening brand perception online and offline.

EDUCATION

Goldsmiths, University of London | MSc User Experience Engineering | Sep 2024 - Sep 2025
Shih Hsin University | Taipei | BA Communication & Management | Sep 2015 - Sep 2019