

YITING TSAI

UX/UI DESIGNER

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PORTFOLIO

<https://www.yiitingtsai.com/>

UK VISA STATUS

Settlement

EXPERIENCE

- | | |
|---------------------------|--|
| 12/2023 to Current | UX/UI Design- BaoDao Talk – Taiwan <ul style="list-style-type: none">• Lead the design development process, including conducting competitive analysis, user research, wireframes, and UI design systems.• Strengthen digital product development by iterating through feedback, delivering effective solutions, and ensuring brand consistency.• Create and maintain design systems to establish consistent design patterns across projects. |
| 08/2023 to 01/2024 | UX/UI Design- InnerDrive – London <ul style="list-style-type: none">• Designed and Implemented the design using an LMS website builder, improving user experience and delivering a cohesive brand narrative.• Optimized the website's performance, including page load speed, SEO and responsiveness.• Collaborated with managers to support the development of project plans, including defining objectives, scope, deliverables, timelines, and required resources. |
| 01/2023 to 07/2023 | UX/UI Design- NumberFit – London- Freelance <ul style="list-style-type: none">• Analyzed qualitative data from multiple sources including interviews and observation to identify opportunities for improvement in product experience and functionality.• Presented research data and strategies to team members and stakeholders.• Worked with the team to develop user journeys and flows that accurately reflect the needs and behaviours of our target users. |

07/2022 to 11/2022

UX/ UI Design- GatherAid – London-Freelance

- Worked on product development from conducting research and creating sketches to delivering detailed design in collaboration with stakeholders.
- Streamlined user journeys through feedback, analysis, and usability testing.
- Created and maintained a comprehensive design system, increasing efficiency and consistency by 45%.
- Assisted developers in using a no-code builder to create the website and resolved technical issues, ensuring seamless development and

01/2019 to 07/2022

Student Support Officer - UVIC – London

03/2018 to 12/2018

HR Administrator - CNUK – London

01/2017 to 03/2018

HR Administrator - Index Education – London

SKILLS

- User Research & Testing
- Wireframing
- Prototyping
- Programming(HTML, CSS, Bootstrap)
- UI Design
- WordPress, easystore (e-commerce hosting)

EDUCATION

2015

Bachelor of Science: Cosmetic science

Chia Nan university of pharmacy and science - Taiwan