



# WEI EN TSENG

Website/UX Designer

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Portfolio: Link

## Profile

As a Web designer, my core focus is on researching, understanding, and achieving efficiency in my work. These three principles guide me in maintaining high standards and quality, whether I'm working on a repeat project or a new assignment. My passion for learning and exploring new things also helps me overcome challenges and deliver exceptional results. With six years of experience in Website and UX design, I've honed not only my technical skills but also my ability to work effectively in both individual and team settings. I am confident in my ability to contribute to any task and exceed expectations.

## Working Experience

### Sushi Shop Restaurant: Onwer and Main Chef - 2007 to 2014

As the owner of a restaurant, I oversaw inventory management to control food costs while maintaining the quality of our products. I developed and implemented effective storage management systems and procedures to ensure optimal inventory levels. Additionally, I created weekly work schedules for staff and provided training to improve their performance and productivity.

### ITM Instruments: Website/Front End Designer (Team Lead) - 2017 to 2023

#### 1. Project Management:

- Organize and prioritize emails, breaking down each request and creating a project list
- Ensure all tasks have clear information and requests
- Provide updates to stakeholders as needed

#### 2. Project Assignment (Rush):

- Assign tasks based on team members' abilities and due date requests
- Ensure tasks are diverse and appropriate for team members' skill sets

#### 3. Graphic Design Project:

- Develop visually appealing web banners, manuals, e-blasts, and social media postings based on branding guidelines and previous designs

#### 4. Website Project:

- Research the latest trends in web design and collaborate with the Marketing Manager to determine the direction of the project
- Create several mockups based on the chosen direction
- Work with the development, pricing, and content teams to build the web page, including new features and dynamic advertising

#### 5. UX/UI Improvement:

- Use Google Analytics and browser simulators to identify an address any customer complaints related to the website
- Provide possible solutions and suggestions for future updates

## Education

### University: Christ College Taiwan- 2002 to 2005

Department of Business Administration(90% completed)

### Vocational Training: Shadd Health & Business Centre - 2015 to 2016

Computer Graphic Design

## Skill List

- UI Design
- UX Design
- Visual Design
- Responsive Design
- Interaction Design
- Information Architecture
- Wireframing & Prototyping
- HTML/CSS
- JavaScript & jQuery
- Graphic Design
- Typography
- Color Theory
- Project Management
- Communication Skills
- Collaboration & Teamwork
- Attention to Detail
- Problem-solving & Creativity

## Software

- Adobe Photoshop
- Adobe Illustrator
- Figma
- GitHub
- Google Analytics
- Bootstrap
- Coda & Adobe Dreamweaver

## Language

- English
- Chinese