



William, Yeh

UI/UX Designer

+886 929281128

greenteata23@gmail.com

<https://www.greenteayeh.com>

Summary

I have 4.5 years of experience as a UI/UX designer, and I've worked on various types of projects, spanning mobile apps, websites, and CMS management systems. I have also designed processes for products 0-1. I excel in using clear and simple design thinking to solve real-world problems and continuously strive to improve my skills.

Experience

UX Designer | TEL 25 Digital Telecom Co., Ltd.

2022/06 – 2023/06 Taipei

Led design for three telecommunications apps, defined function request, and proposed optimization solutions based on business strategy.

- Lead the end-to-end process of design requests, including interaction design, user experience methodologies, and product thinking.
- Designed eSIM services, the membership growth rate increased by 50% within two months of launch, and revenue increased by 120%.
- Optimizing features, including multiple numbers, automatic plan purchases, and payment methods, resulted in an 80% increase in product revenue over six months.

UI/UX Designer | Larvata Digital Technology Ltd.

2018/11 – 2022/03 Taipei

Responsible for various projects such as attendance clock, campus education, restaurant dining, and retail e-commerce. In addition to improving and redesigning interfaces.

- Designed the Flygo App from 0 to 1, with 8,000 enterprise applications.
- Conducting interviews and usability testing to optimize to reach on-time delivery.
- Design and produce design guidelines (for iOS, Android, and RWD).
- Work with stakeholders to identify and clarify use cases, scope, and requirements.

Graphic Designer | Concerto Ltd.

2016/04 – 2018/04 Tainan

1. Government Tender (visual design and collateral product design).
2. Graphic Design (Corporate Identity System, social media illustrations, business cards, direct mailers, magazines, large-format printing).
3. Advertising video production and Film editing.

Language

Chinese (Mandarin) - Native

English - Basic

Education

Dayeh University

Visual Communication Design Bachelor

2009/09 - 2012/06

Skills

- Wireframing
- Usability
- User Flow
- Prototyping
- User Interview
- Competitive Analysis
- Interaction Design
- Design Guideline

Tools

- Figma
- Sketch
- Axure Rp
- Adobe Illustrator
- Adobe Photoshop
- Blender
- CSS / Html