




YUQI WEI

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PROFESSIONAL SUMMARY

An experienced UI/UX designer with a proven retail marketing and sales background, specializing in crafting user-centric, intuitive e-commerce websites and engaging social media content. The focus is consistently on delivering high-quality designs that meet user requirements, driving enhanced user experiences and business outcomes.

With a history of successful projects, this professional skillset combines a unique blend of industry insight and technical expertise to create impactful digital solutions. To seek and maintain a full-time position that offers professional challenges utilizing interpersonal skills. A career is defined by delivering successful projects and innovative solutions in UI/UX design.

SKILLS

- UI Design
- Wireframing
- Prototyping
- Interaction design
- User research
- Responsive Design
- Collaboration and Communication
- **Design Tools:** Proficiency in design and prototyping tools such as Adobe XD, Sketch, Figma, or similar.

EDUCATION

RMIT University

Melbourne, VIC • 11/2018

Master of Architecture: MArch
Landscape Architecture

RMIT University

Melbourne, VIC • 11/2015

Bachelor of Architecture: BArch
Landscape Architecture

WORK HISTORY

Diapril - UI Designer

Melbourne, VIC • 12/2021 - Current

- **Basic HTML and CSS Knowledge:**
Applied basic HTML and CSS skills in redesigning the customer checkout process for the iCampers e-commerce site, enhancing user interface aesthetics and functionality.
- **Collaboration with Developers:**
Partnered with a team of 2 developers at Diapril on the Litteam to integrate user-centric design elements, leading to a 30% improvement in website performance and user satisfaction.
- **User Research and Usability Testing:**
Conducted extensive user research and usability testing for iCamper which informed key design changes that increased user engagement.
- **Creating User-Friendly Interfaces:**
Led the UI redesign of HiComic flagship product, focusing on user-friendly navigation and intuitive controls, which contributed to a 40% improvement in website performance and user traffic.
- **Self-Motivated and Responsible:**
Self-motivated, with a strong sense of personal responsibility.
- **Quick Learning and Adaptability:**
Proven ability to learn quickly and adapt to new situations.

Marais Enterprises Pty Ltd - Graphic Designer & Marketing Assistant

Melbourne • 05/2020 - 10/2021

- **Website Transformation:**
Led the redesign of Marais's website, shifting from a blog-centric to a comprehensive e-commerce platform. This project involved user experience enhancements, visual design overhaul, and integration of online shopping features, resulting in a 25% increase in user traffic and a 30% boost in online sales during the COVID-19 lockdown period.
- **E-commerce Website Design:**
Developed and optimized e-commerce websites at Marais, ensuring seamless functionality and aesthetically pleasing designs on both desktop and mobile platforms, which enhanced user engagement and

conversion rates.

- **Digital Marketing and Branding:**

Spearheaded digital marketing and branding initiatives at Marais, creating distinct brand identities and digital strategies that increased brand awareness by 40% in targeted demographics.

- **Digital Marketing, Physical Branding, and 3D Modeling Expertise in Design Tools:**

Expertly used Figma for UI/UX design, Adobe Illustrator for vector graphics, and Photoshop for image editing at Marais, contributing to more than 20 diverse projects. This included designing dynamic website banners, vibrant print street posters, custom gifting options, and unique product branding. Additionally, I created innovative packaging and store window displays, incorporating 3D modelling for enhanced pre-visualization, thereby elevating Marais's in-store customer experience and maintaining brand consistency.

- **Social Media Content Creation:**

Crafted engaging visual content for Instagram and WeChat at Marais, driving a 30% increase in social media engagement and a 20% growth in follower count.

- **Online Marketing Materials Design:**

Designed eye-catching EDM images and dynamic GIF layouts for email marketing campaigns at Marais, which improved click-through rates by 25%.

- **Garment Retouching and Video Editing:**

Specialized in high-quality garment retouching and engaging video content for social media for Marais, contributing to a 40% increase in online engagement for product launches.

- **Innovative Marketing Strategies:**

Collaborated closely with the marketing team and sales team lead to develop and implement innovative marketing strategies at Marais, resulting in a notable 50% surge in brand recognition and a substantial uplift in customer engagement.

- **Teamwork and Brand Enhancement:**

Regularly met with the CEO of Marais to present design mockups and gather feedback, leading to efficient adjustments and timely project completions.

Marais Enterprises Pty Ltd - Sales Assistant

Melbourne, VIC • 05/2018 - 05/2020

- **Retail Training and Customer Service:**

Underwent comprehensive retail training to excel in delivering exceptional service to a diverse clientele in a luxury retail setting, honing skills in customer engagement and satisfaction.

- **Operational Management:**

Efficiently managed daily operational tasks encompassing cash reconciliation, merchandising, and stock control. Diligently prepared daily reports for the head office, conducted team briefings, gathered customer feedback, and adeptly handled customer complaints, ensuring smooth store operations.

- **Sales and POS Expertise:**

Demonstrated high proficiency in Point of Sale (POS) systems and adeptness in cash handling procedures, contributing to a remarkable achievement of \$28,000 in daily sales. This performance consistently placed me as the top salesperson of the month, reflecting strong sales acumen and operational efficiency.

- **Leadership and Team Motivation:**

Led and inspired a sales team to consistently meet and surpass challenging Key Performance Indicators (KPIs), demonstrating effective leadership and motivational skills contributing to the team's success and sales growth.

- **Visual Merchandising and Attention to Detail:**

Exhibited exceptional attention to detail in visual merchandising, ensuring the store presentation was always in line with brand standards and customer expectations, enhancing the overall shopping experience and reinforcing brand identity.

BENKU8 Media Company Limited - Graphic Designer & Livestream Host
Shanghai • 02/2017 - 01/2018

- Developed and presented innovative design concepts for company posters and flyers, working closely with the director to ensure the adoption of these designs.
- Consistently met deadlines, successfully completing all assigned tasks on time.
- Hosted a popular weekly livestream, attracting a large audience with an average of 100,000 views per show, indicating strong audience engagement.
- Fostered effective teamwork and collaboration, focusing on achieving optimal results through cooperative efforts with team members.

LANGUAGES

Chinese (Mandarin)

Native or Bilingual

English

Full Professional