

# Huei En (Enya) Yang

Creative UI/UX Designer Specializing in SaaS and User Experience

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Over 7 years in corporate graphic design, 3 years in freelance UI/web design, and 1 year in startups. Specializes in user-centered designs that elevate product experiences and brand identity. Proficient in interface design, UX strategies, design leadership, and cross-functional collaboration. Skilled in streamlining workflows, managing projects, and delivering creative solutions across web, print, and digital platforms.

## Work Experience

### Zstar Education

Auckland, New Zealand

#### UI/UX Designer

Sep 2024 - Dec 2024 | Remote

Improved workflows by creating a UI component library and style guide for better efficiency and consistency. Organized design files, created training materials, and provided wireframes that supported business goals. Improved the UI design for the SaaS product Classcipe's MVP to deliver a better user experience. Worked closely with international teams to align design and strategy.

### dotbrand design

Taipei, Taiwan

#### UX/UI Designer

Oct 2023 - Apr 2024 | Hybrid

Led design projects and created UI style guides to ensure consistency. Developed wireframes and prototypes, refining designs through user research and testing. Collaborated with international teams to meet project goals.

### UXY design

Taipei, Taiwan

#### UX Training Lead & Assistant Supervisor

Aug 2023 - Dec 2023 | Remote

Led three teaching assistants, ensuring task completion and timely grading. Organized online activities to enhance learning and refined teaching strategies based on feedback. Monitored progress of 27+ students and facilitated communication to maintain high standards.

#### UX Education Coordinator

Feb 2023 - May 2023 | Remote

Mentored 6 students in a 12-week UX training program, offering guidance on assignments, design thinking, and project execution. Managed meetings, tracked progress, and achieved a 95% attendance rate with 100% teaching satisfaction.

### Freelance

Taipei, Taiwan

#### Visual Designer, UI Designer

May 2020 - Present | Remote

Focused on interface design and user experience, delivering visually engaging web designs and newsletters. Created publications, event visuals, and promotional materials to enhance brand impact. Used illustrations to convey stories across various media. Collaborated with clients like Business Next Media, Global Views, Cathay Life Insurance, and LINE TV.

## Skills

### Visual Design

Graphic & Illustration Design, Website Design, Printing Processes

### User Interface

UI Design, UI Flows, Prototype, Wireframes

### UX methodologies

User Research & Interviews, Persona, Usability Testing, User Journey, User Flows, Competitive Analysis

## Education

B.A. in Industrial and Commercial Design, Asia Eastern University of Science and Technology 2009-2013

| Achievements |

Led the graphic design team for the graduation committee.

Created the main visual for the YODEX exhibition.

Explore more experiences on my [LinkedIn](#).