NOOK **LEE**

李若萁

Full-Stack Designer in
Graphic / Web / APP / UI/UX
Branding / Marketing Strategy
Front-end Developer

- Shanghai, China
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- lee.nook@gmail.com
- April 20, Taiwan
- Portfolio PDF

Languages // 語言能力

Fluent in Mandarin and English.

Education // 教育程度

- **English Language**
  Beijing Language and Culture University
  September 2011 – Present (Paused)

- **Advertising DesignSeptember**
  Yung-Ping Vocational High Schools
  1996 - 1999

Skills // 相關技能

- Good spoken and written communication skills
- Confidence, tact and a persuasive manner
- Good 'people skills', for working with a range of colleagues and clients
- The ability to lead and motivate a team
- Good business sense and the ability to work to budgets
- Profession design skills such as Digital Design / Print Design / Motion Design / User Research & Analysis

About Me // 自我介紹

I have transitioned from a role as a Game UI Designer to that of a Full-Stack Designer. My skill set encompasses Graphic Design, Web Design, User Interface Design, and Front-End Development using HTML, CSS, SCSS, Sass, and JQuery. During my time as a freelancer, I gained extensive experience in holistic aspects such as Branding, Marketing Strategy, cross-functional communication, client interactions, online social media management, research, and project scheduling.

With over 15 years of experience in designing digital assets, I have cultivated a strong focus on crafting ROI-driven User Experience (UX) and User Interface (UI) designs. Previously, I was a member of Apple's creative team and also served as an Animation Specialist & Front-End Designer at Altium. My work is characterized by a seamless blend of aesthetic elegance and a profound understanding of cross-cultural dynamics.

At White Planet tech, I held the position of Product Director, where I was responsible for defining the product structure, features, and overseeing UI/UX design in collaboration with the development team. In my early career, my primary focus was on designing UI and animations for both PC and mobile games.

Leveraging my expertise in HTML and CSS, I currently lead the digital design initiatives at ITC. My mission is to strike a harmonious balance between aesthetics, user experience, and conversion optimization.

In addition to my professional work, I've dedicated my time to volunteering with the Shanghai LGBT group, contributing to their Visual Identity (VI) design, website development, Taobao shop setup, and flyer creation. Furthermore, I've assisted the Smile Cambodia organization in designing billboard advertisements over the past few years.

Currently in progress on the Google UX Design Certificate.

Art Director
May 2018 – Present at **IT Consultis**
Responsible for Design Team

Working in design team as Art Director. In charge of create intuitive concept, ROI strategies of UX/UI. Website and APPs. By knowing clients need to solve and improvement their product and brand.

My works are the perfect combination of sophisticated beauty and in-depth knowledge of cross-cultural behaviour. Together with my mastery of HTML and CSS, I takes the lead at ITC to create and implement digital design strategies. Mission is balance between beauty, experience and conversion.

Contract Art Director
Oct 2017 – April 2018 at **TBWA\Media Arts Lab | Apple Inc. **
Responsible for Creative Team

Worked in MAL as freelancer Art Director. In charge of all the graphic design for App Store, iTunes and Apple Music. Communicate with different region everyday. Involved of some other creative projects includes 2018 CNY graphic design.

Art Director (PRC)
Aug 2015 – Oct 2017 at **Infin Media**
Responsible for Creative Team

Worked in Infin Media as Art Director belong to PRC branch, In charge for All visual design, UI/UX design and project structure for both Hong Kong and China. By communication between design and development dpt of schedule and quality control.

In PRC in charge of communicate with clients and lead the whole projects to the end. By creating ideas and designs won lots of tenders for Hong Kong branch.

Front-end Designer / Animation Specialist
Dec 2013 – Aug 2015 at **Altium**
Responsible for Global Marketing Team

Worked in Altium Limited Global Marketing department as Web Designer and Animation Specialist with different region in global. In charge in website, landing page design, flash media banner design and also created basic web knowledge and basic html/css training course for other team members. The range from graphic design, web campaign design to front-end. Planned and ran A/B testing for improvement. By using **Marketo** platform, **Litmus** testing tool, **Drupal** platform to develop new pages.

Product Director
Jan 2013 – Jul 2013 at **White Planet**
Responsible for Product Team

Worked in White Planet as a Product Director, From sets the strategy, roadmap, and feature definition for product line, to User experience and interface design. Completed all structure and design when I leaving the company.

Senior Interactive Art Director
Apr 2010 – Aug 2012 at **Gamania Digital Entertainment**
Responsible for China Marketing Team

Worked in Gamania Shanghai Branch as a Senior Interactive Art Director, This is one of top of game company from Taiwan. they has branch in Hong Kong, Japan, Korea, US, Europe and China. From game development to operations, apps, animation. Has powerful solid corporate system and spirit.

I was a Senior Interactive design manager based in Shanghai branch. responsible to our game websites design and front-end code with html/css and jquery, included flash animation and interactive coding, social flash game design and develop for our platform. Beside I have made training courses for my designers.

Support R&D team in online game user interface design, experience design and AS3 develop . Help develop team to library files and AS3 codes, and manage all libraries for UI part.

★ Won Award for Shanghai branch 2011 Annual Competition Excellence Employment

Game UI Design Director
Oct 2009 – Apr 2010 at **XPEC**
Responsible for Research and Development Team

From September 2009 to April 2010 working in XPEC Shanghai Branch. This is a top of game development company in Taiwan. famous with OEM in the world. has branch in Beijing, Suzhou and based in Taipei. developing many games in different gaming platforms.

I was transfer from Taiwan to Shanghai branch as User Interface Design Director. lead team with game UI/UX design. major responsible online game user interface design, quality control, flash effects design, experience design and some AS3 development . Helping development team to library files and AS3 codes, and manage all libraries for UI part.

I do the main visual design, with basic AS3 training courses for my team members.

I have been working in amounts of companies before in different industry back in Taiwan, I am not going to provide all of them seems is been a very long time and the world is very different now. But I am willing to talk more about it if you still want to know. :)

In my personal life, I like traveling, gaming and wild nature. I do hiking, camping and am always willing to try more outdoor activities. I did running and Tae Kwon Do when I was young. I love cooking.

From people's first impression of me, they would say that I talk slow and looks chill. but I am actually very pursuing a position that could fully leverage my energy to help the organization grow together, and I am pursuing a career that could fully develop my talent and interests. Once you know me well. you will know I am a very enthusiastic and positive personality.

I love technology and design, my goal is to create something interesting combine design and technology. One of my goals is can able to create a mini-game all by myself, from the idea to design to development.