

# Pin-Jia Yeh

Experience UI/UX | Web Designer

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Osaka, Japan

“Design balances user needs with creativity, conveying the value of human-tech interaction. I seek unique, pragmatic solutions.”

## EDUCATION

### Chaoyang University of Technology | Bachelor of Arts

Sep. 2005 – Jun. 2009 | Taichung, Taiwan

- Commercial Negotiation
- Business Psychology
- Courses in Economics
- International trade | International Finance and Banking

## SKILL

### Design

UX Strategy • Information Architecture • User Journey Mapping • Interaction Design • Wireframing • Prototyping • Responsive Design • Design Systems • Usability Testing • Data-informed Design • Community Platform Design

### Software

Figma (Wireframing, Prototyping, Design Systems) • Adobe Creative Suite (PS / AI) • Wordpress • Studio • VS Code • HTML(Pug) • CSS (Sass) • JavaScript • PHP • Github • Spline • Notion

### Leadership & Collaboration

Cross-functional Collaboration  
Remote Team Coordination  
Product Ownership in Volunteer Environment  
Stakeholder Communication  
Critical Thinking & Structured Problem Solving

## Side Project

### OK Tech — Community Platform Redesign

Nov 2024 – Nov 2025

Led the UX strategy and system redesign of OK Tech's official website in a remote, volunteer-driven team.

### Teachify One - App Design

Sep. 2023 – Nov. 2024 / Feb. 2024 – May. 2024

Led of 2 in designing an real-life mobile app.  
Mentored junior designers

## WORKING EXPERIENCE

### E-metals Inc. | UI/UX Designer

Mar. 2025 – Present | Osaka, Japan

- Led end-to-end UX/UI design for both a B2B supplier management platform and eCommerce front-end experience, defining information architecture and optimising product listing, search/filtering, supplier showcase, and dashboard workflows.
- Collaborated cross-functionally with product, engineering, and business teams to clarify requirements and prioritise features in a fast-paced, evolving environment.
- Established and standardised UI components and interaction patterns to ensure consistency across both management and customer-facing interfaces, improving development efficiency.
- Delivered detailed design documentation and interaction specifications in Figma, ensuring accurate implementation and reducing communication gaps with front-end engineers.
- Contributed to platform growth strategy discussions, including multi-language expansion, overseas market scalability, and early-stage AI feature exploration.

### ACTBE Inc. | UI/UX Designer

Dec. 2023 – May. 2024 | Osaka, Japan

- Supported PM in competitor analysis and design strategy to ensure brand consistency.
- Designed a corporate website for an overseas technology company, integrating 3D interactive elements (Spline) to enhance brand innovation.
- Utilised no-code Studio tools to accelerate development and reduce cost.

### CHOKOKU Inc. | UI/UX Designer

Jun. 2021 – Sep. 2023 | Osaka, Japan

- Led UX redesign of in-house social media platform through usability testing, persona mapping, and user journey analysis.
- Directed projects from UX strategy to UI execution and development handover.
- Created interactive prototypes, reducing communication gaps with engineers and improving client decision speed.
- Participated in digital media projects, supporting clients in increasing social engagement.

### Wasabi Inc. | UI/Web Designer

Sep. 2019 – Oct. 2020 | Osaka, Japan

- Designed and developed product support website and integrated it with backend CMS, improving customer service efficiency.
- Reduced product-related customer enquiries through structured information architecture.
- Customised eCommerce UI language to ensure a consistent user journey.