

# YA-HSIN TSAI

The way I think: conceptual

YA-HSIN.COM

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A Front End Designer, who is creative and innovative with exceptional organizational skills. With years of commercial experiences in web, digital and graphic design.

I am able to effectively utilize Photoshop, Illustrator, Dreamweaver, Flash, Edge, Sketch, CSS3, HTML5 and as well as a good understanding of JS to produce first-rate responsive mobile websites and graphic designs.

My objective is to produce based on concepts development, to build designs with purpose to top end projects, satisfying clients and creating a lasting impression.

## EDUCATION

2010  
2011  
**GRAPHIC DESIGN (MA)**  
LONDON METROPOLITAN UNIVERSITY

1999  
2003  
**DEPARTMENT OF INTERIOR DESIGN**  
SHU-TE UNIVERSITY

1995  
1997  
**ADVERTISEMENT DESIGN**  
FU-HSIN TRADE & ART SCHOOL

## PROJECTS

Home Digital emails production / Infographics projects  
Milk Tea & Pearl website & printing / nasi.tv mobile UI  
QVC UK fashion/shoes & bags bespoke page & production  
QVC UK Xmas party 2012 invitation card  
Money Spyder website / Phlexshop website  
Taiwancinefest website and production

EN <http://milkteapearl.co.uk>  
<http://moneyspyder.co.uk/>  
<http://www.phlexshop.co.uk/>  
<http://www.sphicgga.com/>  
<http://www.liveprintmedia.com/>  
<http://elta-solutions.co.uk/>

CH <http://anjahalo.com/>  
<http://output.com.tw/>  
<http://www.mingzhi.tw/>  
<http://ezcode.net/>  
<http://www.tsra.org.tw/>

PHOTOSHOP ILLUSTRATOR FLASH DREAMWEAVER INDESIGN TYPOGRAPHY  
HTML/HTML5 CSS/CSS3 JAVASCRIPT AJAX JQUERY WORDPRESS HAND DRAWING  
RESPONSIVE EMAILS / MOBILE UI DESIGN & HTML SKETCH ADOBE EDGE

## SKILLS

## EMPLOYMENT HISTORY

03/2013  
12/2015

### SENIOR DESIGNER

#### HÔME DIGITAL

<http://www.home-digital.co.uk/>

The process of creating designs to fit the wants and needs of both clients and the agency, including responsive layouts, printing and presentations.

03/2013  
04-2014

### MID-WEIGHT WEBSITE DESIGNER

#### 247 MEDIA GROUP

<http://www.247mediagroup.co.uk/>

Duties include designing email layouts, HTML, responsive web design, maintaining the company's websites and creating micro-sites.

01/2012  
03/2013

### WEBSITE DESIGNER

#### QVC UK

<http://www.qvcuk.com/>

Collaborating with copywriters, merchandisers, photographers and designers, maintaining the website (homepage, banners, categories and bespoke pages) and working on events, printing artwork if needed.

11/2010  
01/2012

### WEBSITE DESIGNER

#### MONEYSPYDER LTD

<http://moneyspyder.co.uk>

Liaising with clients to obtain briefs to design websites, layout and shopping process. Resulting in an increase of work for the company, thus increasing revenue.

09/2008  
10/2010

### FREELANCE WEBSITE DESIGNER

<http://ya-hsin.com/>

Whilst working and studying in London, have also freelanced and volunteered to develop design field, flyers, websites, posters and online magazines.

07/2007  
07/2008

### WEBSITE DESIGNER

#### DIGITAL RIVER MAKETING COMPANY LTD

<http://www.digiriver.net/>

Designing an eCommerce platform, providing on-line payment, the service generated easy code for payment and start eCommerce business straight away through using custom templates.

06/2005  
06/2007

### WEBSITE DESIGNER

#### MAXLIN CORPORATION

<http://www.maxlin.com/>

Working with a small team of web designers in order to meet deadlines imposed by clients, including graphic design: creating poster, leaflet, CD ROM and CD cover design.

07/2003  
04/2004

### GRAPHIC DESIGNER

#### TAIWAN T&T INFORMATION COMPANY LTD

Creating advertisements in magazines on a regular basis using a variety of designs, and both creating and maintaining company website.