Giselle Lin

Vancouver,BC   giselle.ppr@gmail.com   672-338-5319   linkedin.com/in/giselle-ppr/   giselleppr.ca

Creative and user-focused Graphic & UI/UX Designer with a strong foundation in branding, packaging design, and front-end web development. Experienced in crafting cohesive brand identities, designing eCommerce websites, and optimizing user experiences to boost engagement and conversions. Background in business consulting and data analysis provides a well-rounded, strategic approach to creative problem-solving.

Experience

Graphic & UI/UX Designer   January 2024 – Present
Tangkai Baby Co., Ltd., (Remote)

- Designed product visuals, banners, and marketing content using Photoshop, Illustrator, and Figma, driving a 30% boost in product engagement and sales.
- Built cohesive brand identity systems (logo, guidelines, packaging), enhancing brand consistency and recognition across platforms.
- Created and optimized responsive website layouts and UI components to improve usability, conversion, and overall user experience.

Freelance Web Designer   December 2023 – Present

- Designed logos, branding, and websites using Adobe Suite, Figma, WordPress, and Shopify.
- Developed user experiences and website information architecture, including user flows, sitemaps, wireframes, and style guides.
- Optimized payment processes and user flow calculations, enhancing site functionality and conversion rates for Shopify websites.

Web Marketing and Social Media Assistant   May – September 2024
Western Stains (Livos Canada), Vancouver, BC

- Created and managed web blog content, driving engagement and enhancing brand visibility.
- Developed social media content strategies, contributing to increased follower growth and interaction for Instagram and Facebook.
- Assisted in developing and optimizing the company's Shopify website, improving user experience and site functionality.

UX/UI Designer & Web Developer   May – July 2024
Evolve Branding, Vancouver, BC (Internship)

- Designed logos, packaging, and 3D mockups using Adobe Suite; developed brand guidelines to enhance consistency and streamline revisions.
- Created user-centered website designs with Figma, Adobe XD, and InDesign to enhance overall usability and user experience.
- Built responsive websites with HTML, CSS, JavaScript, React, WordPress, Shopify, and Webflow across various platforms and devices.

Front of House   February 2023 – March 2024
Momo Sushi, Vancouver

- Managed operations for a dining restaurant, coordinating a team of 10 staff to deliver excellent service.
- Handled 15+ daily phone orders and assisted 100+ customers per day, boosting sales accuracy and customer satisfaction.

Business Consultant   March – October 2022
Yip In Tsoi Co., Ltd., Bangkok, Thailand

- Enhanced accounting software solutions for the Thai Comptroller General's Department, improving system efficiency by 20%.
- Translated SAP and accounting software requirements into detailed design processes, achieving a 95% client satisfaction rate.
- Led UX research and design for 5 accounting websites, improving user engagement by 30%

Senior Associate Auditor   July 2018 - January 2021
PwC Thailand, Thailand

- Analyzed financials for public companies ($400M+ revenue), reducing misstatements to <5%.
- Experienced with accounts payable, accounts receivable, and month-end procedures: reconciliations and report preparations following GAAP.
- Led audit projects for 10+ local and international companies, completing them 35% faster through strong planning and team coordination.

Education

Diploma of New Media Design and Web Development   January 2023 - July 2024
British Columbia Institute of Technology, Vancouver

GPA 90%, with high distinctions in UI/UX Strategy, Web Scripting, App Development Strategy, Information Architecture, Testing and Debugging, and Motion Graphics.

Bachelor of Accountancy (Second Honor)   2014 – 2018
Chulalongkorn University, Thailand

Accounting, business administration, information analysis, financial, statistics, marketing, information technology, and ethics.

Skills

- Design tools: Figma, Adobe XD, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Dimension, Aero
- Development tools: HTML/CSS, JavaScript, React, React Native, SQL, PHP, Bootstrap, Tailwind, WordPress, Shopify, Webflow
- Analytics & Biz Tools: PowerBI, Tableau, SAP, Microsoft Office