

Yonglin(Charlotte) Tang

UI Designer

✉ charlottetang@gmail.com

☎ +86 13534311607

💻 charlottetang.design

PROFILE

UI Designer based in China, specialising in user-centred design, interaction design and information architecture. Skilled at turning complex requirements into scalable solutions, with experience working closely with product and engineering teams across international projects. Highly collaborative and keen to learn.

SKILLS

Professional

- User-centred Design
- User Interface Design
- User Experience Design
- Visual Design
- Web Design
- UX Research
- Problem Solving
- Design Thinking
- Competitive Analysis
- User Interview
- Graphics
- Branding & Identity

Technical

- Adobe Suite
- Figma
- Miro
- HTML
- Wireframing
- Prototyping
- Usability Testing

EDUCATION

MA Communication Design

University of Southampton

Merit

2021 - 2022

BA Visual Communication Design

Huashang College, Guangdong

University of Finance & Economics

2: 1

2016 - 2020

LANGUAGE

- English (Fluent)
- Cantonese
- Mandarin

EXPERIENCE

Product Design

Spark 7 | London, England | Sep 2024 - Present

- Created a user-centred website for a Chinese tea brand, designed for the European market with full localisation and UX refinement.
- Led the rebranding process to reflect international visual preferences, enhancing the brand's positioning and credibility in overseas markets.
- Supported market research and helped organise in-person events to better understand audience needs and inform strategic decisions.

Full-stack Designer

Ryu-kai | London, England | May 2024 - Aug 2024

- Led the end-to-end redesign of the Ryu-Kai Martial Arts website, combining visual refresh with front-end development using JavaScript to support key interactions.
- Delivered a significantly improved user journey, resulting in a 1250% increase in contact enquiries, 88% more traffic, and stronger conversion rates.
- Played a hands-on role in site management, SEO optimisation, and content writing, helping to raise search visibility and brand awareness.

Mid-weight Digital Designer

Build Team | London, England | Apr 2023 - Jul 2023

- Led the end-to-end redesigning projects for the new website, aimed at enhancing usability, aesthetics, and overall user experience, resulting in a 232.86% increase in traffic & engagement.
- Generated wireframes & prototypes to visualize and layout concepts, ensuring design before adding visuals and content.
- Collaborated with web developers and product managers by providing them with technical packs and design assets, focused on facilitating process improvements and translating ideas into a visual language.

Web Designer

Thomas SEO | Foshan, China | Sep 2020 - Jun 2021

- Developed creative & functional user interfaces for ten or more B2B customers, resulting in a 99% client satisfaction rate.
- Directed the prototyping, usability testing, typography, color, and illustration for client projects to ensure that web designs exceeded client expectations and achieved a 3% average conversion rate.
- Headed the planning of concepts, wireframes, & hi-fi mockups for new projects, pitching ideas to clients & colleagues for feedback.