

Yonglin(Charlotte) Tang

UI/UX Designer (Web Focus)

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PROFILE

UK-educated UI/UX designer skilled in user research and conversion-focused web strategy, building websites that work for global/local brands with user-centric design and light tech integration. End-to-end client solutions: UX research to SEO, plus e-commerce links. Collaborative, eager to learn. Based in China, available immediately.

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

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2016 - 2020

LANGUAGE

- English (Fluent)
- Cantonese
- Mandarin

EXPERIENCE

Product Design

Spark 7 | London, England | Sep 2024 - Jun 2025

- 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.