

# Yahan(Tiffanie) Liang

Phone 0932-513-520

E-mail tiffanieliang@gmail.com

LinkedIn: linkedin.com/in/yahantiffanieliang

## Education

---

### Fashion Institute of Technology

Associate in Applied Science (AAS) in Fashion Business Management

**Graduation: May 2019**

### Feng Chia University

Bachelor of Arts (BA) in International Business

**Graduation: May 2017**

## Professional Experience

---

### EPAY World LLC | New York, NY

#### User Experience Designer

**Jan 2022 – Jun 2022**

- Improved the company website visit volume by 45% by redesigning the website to adapt to the company image and incorporating an approachable aesthetic through 3+ rounds of sketching, wireframing, and prototyping.
- Attracted more potential customers by upgrading to a more novel branding and creating an expandable design system that aligns with the new brand guide.
- Collaborated with the product manager and the front-end engineering team using the agile development framework to ensure quality delivery.

#### Sales Marketing Coordinator

**Dec 2019 – Jun 2022**

- Assisted in maintaining our social media presence, updating our website daily to keep our clients informed, and setting up marketing promotions across various platforms. Improved social media foot traffic by 35% in 6 months.
- Managed our e-commerce segment, achieving over a 120% of projected quotas, and grew yearly sales revenue from \$650,000 to \$900,000.
- Supported our U.S. and China teams by being our key point of contact for our clients overseas to ensure that our marketing campaigns and digital ads function smoothly and efficiently globally.
- Successfully integrated our marketing programs and digital advertising. Showing a 45% increase in engagement across our social media platforms.
- Developed and managed promotional materials and projects across diverse channels to maintain healthy relationships with leads and customers.

### WeBridge Consulting | New York, NY

#### Account Executive

**Jun 2019 – Sep 2019**

- Provided strategic guidance to clients on an ongoing basis; anticipated and address clients' needs, including troubleshooting and seeking senior management input when appropriate.
- Strived to develop the best communication and presentation skills by writing press releases, case studies, articles, remarks, and copy writings.
- Managed account financials, including client billing and supplier invoicing

## Skills & Certifications

---

- Tools: Microsoft Office Suite (Word, Excel, PowerPoint), Google Drive, Illustrator, Photoshop, Figma, Slack
- Project Management: Agile with JIRA and Waterfall
- Basic knowledge of SQL, AWS
- Social Media Advertising: Instagram, WeChat, Twitter, Google Ads, Search Engine Optimization (SEO)
- User Experience Design: Cross Platform Design, Interactive Prototyping & Design, Usability Testing, User Interviews, Ethnography