

FAYE NIE

Product Designer

SUMMARY

Product designer with 4 years of experience building end-to-end digital products across two early-stage startups. Skilled in evaluating design quality across visual hierarchy, typography, layout, and user-centred principles — with hands-on expertise in Figma, Adobe Suite, wireframing, and prototyping. Experienced working independently under tight constraints, with a strong eye for identifying usability issues and articulating design decisions clearly. Background spans UX, UI, branding, and marketing design across both digital and print.

EDUCATION

2018-2021

Georger Brown College
Interaction Design
and Develepment

SKILLS

- UI & Visual Design
 - Interaction Design
 - UX Research & Testing
 - Product Strategy
 - Brand Design
- HTML / CSS
- AI-Assisted Workflow
 - Video Editing

CONTACT

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EXPERIENCE

2025

Freelance Designer
Apr 2025 – Present

- Delivered web design and development projects across WordPress, Webflow, and Shopify — applying consistent visual design standards, typography, and layout principles across varied client briefs. Supported a retail client with content strategy — managed posting cadence, tracked analytics, and iterated based on performance data.

2022

V-Ship.Ltd
Jan 3, 2022 to March 31, 2025
UI/UX Design, Marketing Design

- Co-founded a B2B freight startup and served as the sole designer — owning all product, brand, and UX decisions across a 15+ screen shipping platform. Maintained daily direct contact with commercial clients, translating real operational needs into structured design decisions covering merchant workflows and admin tooling. Applied deep knowledge of visual hierarchy, information architecture, and usability principles to solve complex edge cases in quoting and order placement flows — iterating closely with developers to ensure design intent survived handoff.
- When the external development studio failed to deliver, independently pursued and recovered prepaid fees — then made the call to wind down that track. Also managed hiring and onboarding as the team grew.

2021

Momoland.Inc
Aug 1, 2021 to Dec 31, 2021
UI/UX Design, Marketing Design

- Took over full app design after terminating an underperforming external vendor who had delivered only 4–5 incomplete screens — assessed existing work, identified critical gaps in usability and visual consistency, and rebuilt the entire product from scratch. Delivered complete workflows, wireframes, prototypes, and high-fidelity UI in 6 weeks, resulting in a successful App Store launch following developer handoff.
- Also built two websites in the first two months: a Shopify e-commerce store and a static brand site. Delivered graphic design across all customer touchpoints including social media, marketing materials, and packaging.