

SHAN MU

UI/UX DESIGNER

Web & Mobile · Digital Experience

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PROFESSIONAL SKILLS

- UI & Digital Experience
- High-fidelity Web & Mobile UI Design · Visual Design · Responsive Design · E-commerce Design (Homepage / PDP / Landing Page / Campaign)
- UX & Interaction
- Information Architecture · User Flow · Wireframing · User Pain Point Analysis · Competitive Analysis
- Design System & Delivery
- Design System Development · Component Library · UI Guidelines ·
- Data & Optimization
- GA4 · Hotjar · Funnel Analysis · A/B Testing
- Design Tools
- Figma · Sketch · Photoshop · Illustrator · Adobe Creative Suite
- AI-assisted Design & Development
- ChatGPT · Gemini · AI-assisted Prototyping · AI Visual Exploration · Vibe Coding

CORE STRENGTHS

- Hands-on experience in **Web and Mobile UI/UX design for international DTC e-commerce**, covering key customer-facing experiences including Homepage, PDP, shopping journeys, Landing Pages and Campaign pages.
- Experienced in the end-to-end design process, from **requirements analysis, Information Architecture, User Flow, Wireframing and Prototyping to high-fidelity UI, Responsive Design and Design System development**.
- Skilled in data-informed experience optimization**, using GA4, Hotjar, Funnel Analysis, Heatmaps and A/B Testing to identify usability and conversion issues and continuously improve product experiences.
- Combines a strong foundation in **brand visual design and digital experience**, balancing user needs, brand expression and commercial objectives. Also experienced in using AI-assisted creative and development tools for concept exploration, asset generation and rapid prototyping.

WORK EXPERIENCE

- UI/UX Designer | User Experience2024.10 – 2026.07
Shanghai Gelaike Trading Development Co., Ltd., Shanghai
- Responsible for **Web and Mobile UI/UX design for an international DTC e-commerce business**, covering requirements analysis, interaction design, visual design, engineering collaboration, QA, launch and continuous iteration.
- UI/UX & Interaction Designed core Web/Mobile experiences across Homepage, PDP, shopping journeys, Landing Pages and Campaigns. Conducted requirements analysis and delivered IA, User Flows, Prototypes and high-fidelity UI.
- Responsive Web & Visual Design Designed responsive experiences across desktop and mobile, balancing brand identity, product presentation and usability. Established consistent information hierarchy and visual rhythm while adapting content density and layouts across screen sizes.
- Design System Built and maintained Web/Mobile design systems, component libraries, interaction guidelines and modular page frameworks to support product iteration and rapid reuse across campaign pages.
- Delivery & Collaboration Worked closely with business, operations and engineering teams throughout design reviews, development, QA and launch, while continuously improving the experience based on user behavior and business data.
- UI Designer2024.03 – 2024.07
Shanghai Early Bird Golf Sporting Goods Co., Ltd., Shanghai
- Contributed to **international e-commerce and digital experience initiatives across a Shopify DTC website, domestic e-commerce channels, digital brand touchpoints and marketing projects**.
- Shopify DTC Website Launch Participated in building an international Shopify DTC website from the ground up, designing Web/Mobile page structures, digital visual experiences and online brand guidelines.
- Omnichannel Experience Optimized e-commerce experiences across Taobao and WeChat Mini Program, with a focus on product presentation, content structure and browsing experience.

【 Cross-functional Project Delivery 】 Worked on the EBC “Xiaohongshu Sports Event” brand activation, coordinating design production, suppliers and on-site resources to ensure successful project delivery.

Visual Designer

2023.03– 2024.01

Team Wang Design, Shanghai

Designed across Tmall, brand campaigns, packaging and digital touchpoints, while supporting product launch photography and social media content.

【 Campaign Strategy & Execution 】 Developed visual and experience solutions based on brand positioning, marketing objectives and customer touchpoints, ensuring consistency across Website, Social Media, E-commerce and offline environments.

【 0 – 1 Campaign Development 】 Led projects including **Under the Castle** and **Stay for the Night**, covering Concept Development, Visual Exploration, KV development and brand asset delivery.

【 Stakeholder Coordination 】 Coordinated internal teams, production partners and external vendors throughout design, production and final launch to ensure project quality and timely delivery.

SELECTED PROJECTS

01 ELEVEN OASIS — DTC E-commerce Website UI/UX Design

ROLE: UI/UX Design · Interaction · Responsive Web

· **Project Background:** Responsible for the core Web/Mobile user experience and visual design of an international DTC e-commerce website, while also contributing to the optimization of its operational back-office interfaces. The website served as a key digital touchpoint for product discovery, content engagement and conversion.

· **User Behavior Analysis:** Analyzed real user behavior through GA4, Hotjar, Heatmaps, Session Recordings and Funnel Analysis, identifying experience issues related to information hierarchy, product discovery, CTAs and key navigation paths.

· **Interaction & Visual Design:** Restructured the overall Information Architecture and delivered interaction prototypes, reusable components and high-fidelity UI across Homepage, PDP, checkout flows, Campaign pages, Landing Pages and selected back-office interfaces.

· **A/B Testing & Iteration:** Conducted multiple A/B tests across page structures, content hierarchy, product presentation and CTA designs. Continuously refined the website and relevant back-office interfaces based on business data and user behavior insights.

· **Impact:** Improved the click-through rate of a core CTA module from 5% to 25%, while related business GMV increased by approximately 200% during the same period.

02 Under the Castle— Halloween Brand Campaign

Role: Visual Design · Project Coordination

· Project Background

Actively participated in the early-stage planning and execution of the Under the Castle Halloween Campaign, coordinating key brand visual outputs and supporting cross-channel delivery across online and offline touchpoints.

· Brand Visual Design

Created the Campaign KV and limited-edition logo, as well as a full range of campaign merchandise and seasonal product packaging. Developed a consistent Halloween visual language adaptable across both digital communications and physical environments.

· Project Coordination & Execution

Supported end-to-end project execution, including pop-up store visual concepts, on-site installation follow-up, product photography coordination and BTS production. Worked with photographers and production partners to ensure visual quality and synchronized launches across the online campaign experience and offline pop-up store.

EARLY CAREER EXPERIENCE

Concept Designer

2021.10 – 2022.07

Shanghai AMJ Architecture & Urban Planning Co., Ltd., Shanghai

- Contributed to public-space and cultural projects, using user research, information analysis and information visualization to support design strategy and improve user understanding and experience.

Concept Designer

2020.10 – 2021.08

The Design Institute of Landscape & Architecture, China Academy of Art Co., Ltd., Hangzhou

- Conducted market research, competitive analysis and concept development, translating research findings into design strategies and visual communication.

EDUCATION

2018.09 – 2020.11

Newcastle University, UK
Master' s Degree in Landscape Architecture

2012.09 – 2016.06

South China Agricultural University, Guangzhou, China
Bachelor' s Degree in Landscape Architecture

2014.06 –2014.08

University of British Columbia, Vancouver, Canada
Summer International Exchange Program · Architecture & Sustainable Design