BELLA OU
YunTzu Ou

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🔗 https://bellathedev.com

Languages

🌐 Chinese / First language

🌐 English / Second language

Skillsets

Figma	Miro
Analytics	Hotjar
HTML	CSS
Storybook	Javascript
React	Wordpress
Tailwind	Three.js

Side Project

Happy Sticker Maker
End-to-End Product Designer & Developer

Australia
10.2024 ~ Ongoing

Product Thinking & UX Strategy
Led **product design** by aligning **user feedback** and **business goals**, refining user flows to optimise engagement, resulting in an **83% conversion rate** and **5+ minutes session duration**.

End-to-End Product Design
Designed and implemented intuitive **user experiences** by developing **wireframes**, **prototypes**, and **high-fidelity UI in Figma**, ensuring a seamless interaction between users and business objectives.

🔗 https://happystickermaker.com

Experience

Adrenalin
UX-Focused Frontend Developer

Australia
10.2022 ~ 09.2024

Ensuring Accessibility & Scalability
Collaborated with designers and developers to implement **WCAG 2.1 AA-compliant interfaces** for NSW government projects. Integrated ARIA attributes, keyboard navigation, and responsive design, creating a more inclusive and **scalable product experience**.

Exploring Feasible 3D Interactions & UI Consistency
Researched and implemented feasible **3D interactions**, balancing **usability** and technical constraints. Partnered with UI designers to ensure **consistent, scalable UI design**, seamlessly integrating 3D elements into the product experience.

Digital8
UI / UX Developer & Designer

Australia
08.2018 ~ 09.2022

Collaborating on Scalable UI/UX Decisions
Collaborated with UI designers to expand and refine **design systems**, ensuring **consistency** and **scalability** across platforms.

Implementing Client-Centered UX Enhancements
Collaborated with clients to understand **business goals** and **user needs**, implementing **UX improvements** and features that enhanced **usability** and **accessibility**. Provided technical and design insights to ensure feasible, impactful solutions.

IBM Taiwan
Intern UI developer

Taiwan
07.2017 ~ 07.2019

Design System Prototyping
Converted a **design system** into interactive prototypes with **HTML, CSS, and JavaScript** for major banking systems in Taiwan, ensuring design consistency and **UX validation**.

Education

Queensland University Of Technology
Visual and Interactive Design

Australia
02.2016 ~ 11.2018

Programming / UI / UX design / Design thinking / User research