

# Jia Sheng Yeap

User Interface Designer

Tokyo, Japan

jiashengyeap@gmail.com

+8107089947503

## WEBSITE AND PORTFOLIO

<https://jiasheng98.github.io/>

## SUMMARY

Passionate and innovative UI/UX Designer with extensive experience creating intuitive, user-friendly, and intelligent digital experiences. Skilled in using Figma to craft adaptive and data-informed interfaces, with a strong understanding of business flows and user behavior. Adept at leveraging AI to enhance personalization, optimize user journeys, and deliver impactful design solutions that merge human-centered creativity with cutting-edge technology. Experienced in cross-functional collaboration across the APAC region, aligning with stakeholders to achieve project goals and requirements. Proficient in both English and Japanese, ensuring seamless communication and coordination across diverse teams.

## EXPERIENCE

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Jun 2025 - Current

Tokyo, Japan

Specializing in UI/UX design solutions for clients in Japan, I bring expertise in user interface design, wireframing, and user journey mapping. My approach leverages AI to deliver adaptive, data-driven, and personalized experiences that enhance usability and drive business impact.

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Apr 2024 - Jun 2025

Kuala Lumpur, Malaysia

Focus on UI/UX design projects for clients in Hong Kong and Japan. My expertise includes UI/UX design, wireframing, and developing user journey flows. I am fluent in English, Chinese, Cantonese, and Japanese, allowing for seamless communication in diverse markets.

© User Interface Designer - APAC, Steelcase

Mar 2022 - Apr 2024

Kuala Lumpur, Malaysia

Worked on the UI/UX for Steelcase's Shopify platform across the Asia Pacific region, covering markets such as China, Japan, Singapore, Australia, and India. My responsibilities include UI/UX design, front-end development using HTML, Liquid, and CSS, as well as graphic design, motion graphics, and animation for campaign advertisements. I operate fluently in English, Chinese, Cantonese, and Japanese to cater to a diverse range of clients.

Experienced in advanced front-end website development using Liquid, HTML, JavaScript, jQuery, and CSS to optimize usability and aesthetics, I have led end-to-end landing page creation for marketing campaigns while overseeing overall brand art and creative direction. Skilled in generating innovative, eye-catching concepts and aligning visual identity with brand strategy, I bring expertise in crafting compelling ad creatives, delivering impactful product design, and ensuring cohesive, engaging digital experiences.

Take charge in both UI/UX design and development of the company's Shopify website using mainly HTML, CSS, javascript as well as Shopify's liquid template language. Adobe XD, Adobe Photoshop, Adobe Illustrator and Adobe After Effects are used for the design and graphic materials for the website. Take charge in the overall branding of the company which includes art direction for social media posts, website design, packaging design as well as product design.

Take charge in the designing process of websites and mobile applications using Adobe XD, Illustrator, Photoshop, and After Effects, and convert them into code using HTML, CSS, JSX, and basic JavaScript on React/React Native framework. Take charge in the designing process of websites and mobile applications using Adobe XD, Illustrator, Photoshop, and After Effects, and convert them into code using HTML, CSS, JSX, and basic JavaScript on React/React Native framework.

EDUCATION

Concentration in graphic and interactive design.

Student exchange programme which included courses such as Japanese language, Japanese culture and aesthetics and Japanese economics.

SKILLS

Figma	⦿ ⦿ ⦿ ⦿ ⦿	Adobe XD	⦿ ⦿ ⦿ ⦿ ⦿
UI/UX Design	⦿ ⦿ ⦿ ⦿ ⦿	Vibe Coding (Codex, Claude)	⦿ ⦿ ⦿ ⦿ ⦿
ChatGPT, Gemini	⦿ ⦿ ⦿ ⦿ ⦿	HTML, CSS	⦿ ⦿ ⦿ ⦿ ⦿
Javascript, Typescript (Node.js)	⦿ ⦿ ⦿ ⦿ ⦿	OpenAI API	⦿ ⦿ ⦿ ⦿ ⦿
Google Cloud (Cloud Run)	⦿ ⦿ ⦿ ⦿ ⦿	Firebase	⦿ ⦿ ⦿ ⦿ ⦿

LANGUAGES

English	<div><div></div><div></div><div></div><div></div><div></div></div>	Chinese	<div><div></div><div></div><div></div><div></div><div></div></div>
Cantonese	<div><div></div><div></div><div></div><div></div><div></div></div>	Japanese	<div><div></div><div></div><div></div><div></div><div></div></div>
Malay	<div><div></div><div></div><div></div><div></div><div></div></div>		

CERTIFICATIONS

JLPT N2