

# Ying-I Lin Sr. Product Designer

Senior Product Designer with 5+ years of expertise in B2B SaaS and consumer-facing products, fostering user-centric design, robust design systems, and seamless cross-functional collaboration. Authorized to work in the UK

[laurenlin-portfolio.webflow.io/](https://laurenlin-portfolio.webflow.io/)

[yingyi518@gmail.com](mailto:yingyi518@gmail.com)

+44 7845 470392

[linkedin.com/in/yingyilin93/](https://linkedin.com/in/yingyilin93/)

## Experience

### Senior Product Designer | KKday Taiwan Sep. 2023 - Feb. 2024

- Led a multi-platform publishing control project for Rezio (a B2B SaaS tour booking system), resulting in a 46% increase in publishing efficiency.
- Enhanced website & app features with cross-functional teams, and increased user engagement for our global users across 7 languages.
- Influenced redesign decisions by conducting user research (customer journey mapping, pain point analysis) and proposed impactful improvements to stakeholders
- Fostered cross-functional collaboration to build a design system, enhancing development efficiency and design consistency.
- Streamlined onboarding processes by creating design onboarding documents, significantly reducing 35% of onboarding time for new members.

### Product Designer | Seeds Education Freelance Aug. 2023 - now

- Spearheaded an online course platform's website redesign, involving prototyping and testing. This led to a 40% increase in monthly page views and a 6.2% rise in active users.
- Built a new design system, including guidelines, and a component library, and created detailed design specifications for engineers.
- Facilitated clear communication with stakeholders, proactively refining the design strategy to ensure feasibility and business goal alignment.
- Executed design quality assurance to validate the design documents against the final interface, identified 400+ issues, and ensured all features functioned as specified.

### Product Designer | GoFreight Taipei, Taiwan Mar 2020 - Mar 2023

#### B2B SaaS Freight Management System & Freight Tracking System

- Prioritized user-focused enhancements of website and app features, collaborating with cross-functional teams to implement solutions, decreasing customer complaints by 20%.
- Conducted user research (interviews, user journey maps, data analysis, competitive analysis, usability testing ) to uncover customers' needs and workflow across various projects.
- Developed and maintained a design system that streamlined workflows and increased development efficiency by 30% through standardized components.

#### EC-Booking (B2B Freight Booking System)

- Led the end-to-end design process for EC-Booking, which helped increase B-round funding by improving the freight booking experience and boosting revenue.
- Successfully delivered the MVP project within a tight 3-month timeline, influencing the company's future project planning.

### Visual Designer | HowDesign Taipei May 2018 - Jan 2020

- Delivered 20+ client websites (RWD) from concept to final hand-off to developers (Adobe Creative Suite)
- Led the design of KidCastle's online course and foreigner tutor recruiting system
- Executed client advertising projects (print & web) including brochures, banners, digital advertising, and websites.

## Skills

### Design

UI Design, UX Design, UX Flows, Prototyping, Wireframing, Design System, Website Design, Visual Design

### Research

Usability Testing, User Interviews, User Journey Mapping, Data Analysis, Competitive Analysis, Heuristic Evaluation

### Tools

Adobe Creative Suite, Figma, Webflow, Framer, Looker Studio, Miro

### Others

HTML • CSS • Javascript, SQL

## Languages

English - Fluent

French - Intermediate

Mandarin - Native speaker

## Education

### Kingston University London

MA Communication Design:  
Graphic Design

UK, 2016 - 2017

### Fu Jen Catholic University

BA French Language and  
Literature

Taiwan, 2011 - 2015