

Ying-I Lin

Senior Product Designer with 5+ years of expertise in B2B SaaS and e-commerce, fostering user-centric design, robust design systems, and seamless cross-functional collaboration.

laurenlin-portfolio.webflow.io/

yingyi518@gmail.com

+44 7845 470392

linkedin.com/in/yingyilin93/

*No visa required

Experience

Senior Product Designer I KKday Taiwan Sep. 2023 - Feb. 2024

- Led a product multi-platforms publishing control project for Rezio (B2B SaaS tourism booking system) across Web & App, emphasizing user-centricity and minimizing user frustration.
- Leveraged user research (journey mapping & pain point identification) to drive impactful improvement proposals that shaped the future project management function redesign project plan.
- Fostered cross-functional collaboration (engineers, project managers) and established design system with front-end, enhancing communication and design consistency.
- Streamlined onboarding processes by creating design onboarding documents, significantly reducing onboarding time for new members.

Product Designer I Seeds Education Freelance Aug. 2023 - now

- Spearheaded website redesigns for a B2C Online course platform, conducting prototyping and testing, resulting in near 40% increase in monthly page views and 6.2% increase in monthly active user.
- Translated visual designs into actionable specs, collaborating with engineers to ensure technical viability and design integrity.
- Facilitated clear communication with stakeholders, incorporating feedback to refine and enhance the overall design strategy.
- Executed design quality assurance to validate the design documents against the final interface and ensure that all features functioned as specified.

Product Designer I GoFreight Taipei, Taiwan Mar 2020 - Mar 2023

B2B SaaS Freight Management System & Freight Tracking System

- Prioritize a user-centric approach to improve existing features (website and app) by collaborating with engineers and project managers to develop and implement design solutions.
- Assisted senior designers in planning user research (interviews, user journey maps, data analysis, competitive analysis, usability testing) to uncover customer needs across projects.
- Developed and maintained a comprehensive design system, including guidelines, component library, and created detailed design specifications for engineers.

EC-Booking (B2B Freight Booking System)

- Led design of EC-Booking, from wireframe, prototype, UI designs to hand-off and ongoing feedback to quality assurance.
- Successfully delivered the MVP project within a tight 3-month timeline, influencing the company's future project planning.

Visual Designer I HowDesign Taipei May 2018 - Jan 2020

- Delivered 20+ client's 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

Other

HTML • CSS • Javascript, SQL

Language

Mandarin - Native speaker

English - Fluent

Education

Kingston University London

MA Communication Design: Graphic Design
UK, 2016 - 2017

Fu Jen Catholic University

BA French Language and Literature
Taiwan, 2011 - 2015