Ting Yu Lin
UX/UI Designer

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UX/UI Product Designer - Hikingbook Inc., Taiwan
Aug. 2020 – Sep. 2021

- Orchestrated product design directions and achieved relevant design deliverables, including wireframes, interactive design, feasibility and functionality, user flow optimization, etc.
- Led to finish the redesign project, which ended up successfully boosting 23% of efficiency in increasing users.
- Optimized the product after competently consideration, redirected product accurately to align the users' demand.
- Initiated or held the teamwork activities with an optimistic attitude and creative inspiration.
- Provided innovative ideas frequently, open-mindedly derived new ideas from different voices.
- Be flexible and proactive on teamwork, capable of completing tasks by independent work within the internal schedule.
- Collaborated with different departments with articulate and proficient communication skills.
- Examined and reviewed the design actively, presented daily design process during the sprint time-frame.

Web/UI Designer - 99 Tech Inc., Taiwan
July. 2018 – Feb. 2020

- Organized and designed a system for the company identity website.
- Structured responsive websites for broadening the users.
- Communicated and discussed with supervisor between the front-end and back-end departments.
- Prioritized the product features, rearranged the goal to customers' demand orientation.
- Assigned visual design and interactive design for websites.

Art Designer - Olympus TW, Taiwan
Aug. 2016 – Mar. 2018

- Maintained the company's websites for enduring customer usability.
- Directed the advertisement visual and relevant merchandise.
- Organized the marketing programs with different companies.
- Designed the venue of the yearly photography exhibition which represented the company.
- Communicated with worldwide colleagues.
- Established the brand image, designed a variety of merchandise with CIS principles.

Animation Design Intern - PTS, Taiwan
Jul. 2015 – Sep. 2015

- Learned the finer skillsets of creating animation with Adobe After Effect, Premiere, Photoshop.
- Facilitated aesthetic cognition by editing static and dynamic composition.
- Assisted co-workers to solve problems, supporting them in achieving the goal more efficiently
- Design standby screens on broadcasting News.

EDUCATION

University of Southampton, the UK
MA, Communication Design
2021 – 2022(Present)
Core subject: Design Research, Design for Delight, Emotional Design, Product Affordances, User Empathy, Elements of User Experience, Critical Analysis, Problem Solving

Ming Chuan University, Taiwan
BA, School of Communication
2012 – 2016

SKILLS

Design: Wireframing, User Interface, Interactive Design, Icons Design, Design Guildlines & Principle, Visual Design, Responsive Web Design, Lo-fi & Hi-fi Rapid Prototyping

UX Methods: User Flow, User Research, Persona, User Journey, Empathy Map, Usability Testing, Google Analysis

Web: HTML & CSS, JavaScript

TOOLS

Figma, Miro, Sketch, Illustrator, Photoshop, Premiere Pro, After Effect, Dimension, Adobe XD, LottieFiles

LANGUAGE

Mandarin, English