

Mingda Lin

UX&Product Designer



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Summary

I'm a UX and product designer with eight years of experience in fintech and e-commerce. I've led end-to-end design for B2C mobile apps and websites, and built scalable design systems and multi-platform experiences for enterprise clients. I led efforts to standardise design workflows and UX practices across the team, creating more consistent and efficient processes. I've also created visually engaging, intuitive UI that aligns with brand guidelines while improving user engagement.

Experience

Senior UX Designer at Kuaiqian

Kuaiqian Payment and Settlement Service Co., Ltd.
Sep 2020 – Jul 2023

- Improved the UX of financial products by refining information architecture, user flows, and accessibility, boosting adoption and engagement across 10+ digital channels.
- Unified the design system for a B2B SaaS platform, creating 120+ reusable components and a style guide that reduced onboarding time and improved team collaboration.
- Streamlined UX workflows and built an internal request tool to simplify tracking, cut communication loops, and increase team visibility.
- Crafted polished, brand-aligned UI and interactive prototypes that elevated design quality while clearly communicating key features.

UX/Product Designer at SAIC Finance

SAIC Finance Co., Ltd.
May 2018 – Aug 2020

- Led end-to-end design for a B2C car loan app and related finance services, covering user research, UX/UI design, and continuous optimisation, contributing to 500+ weekly loan applications.
- Redesigned the customer service management platform to improve operational efficiency and streamline workflows.
- Designed high-quality UI for marketing campaigns that attracted 5,000+ visitors, driving both business and user experience goals.
- Created a template tool for marketing campaigns that reduced development costs and enabled daily releases instead of bi-weekly.

UI/UX Designer at Youshuo

Shanghai Youshuo Network Technology Co., Ltd.
Jul 2015 – Mar 2018

- Led the complete design from concept to launch of a travel website and mobile app, supporting daily traffic of 1,000+ PVs and 500+ UVs.
- Designed all digital and graphic assets for marketing campaigns, ensuring brand consistency and visual impact.

Portfolio

https://dadadadabanana.github.io/Mingda_design/

Education

Master | 2024–2025

User Experience Design
Victoria University of Wellington

Bachelor | 2011–2015

Law
Shanghai International Studies University

Skills


- User-centred design
- User research & analysis
- User flow design
- IA design
- Wireframing
- Prototyping
- UI design
- Usability testing
- Design system
- Illustrating
- Data-driven iterations
- Agile methodology

Tools

- Figma
- Axure
- Miro
- Adobe Suite
- Sketch
- Procreate
- Capcut
- HTML+CSS
- Webflow

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