

# Mingda Lin

## UX&Product Designer



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### Summary

With years of UX&product design experience in finance and tech, I've worked on both B2C and B2B products, from building websites/apps in startups to managing complex projects in large corporations. I solve problems through research, testing, and iteration to create seamless user experiences, and I work closely with teams to align design, development, and business goals.

### Experience

#### Senior UX Designer at Kuaiqian

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

- Collaborated with the organisation to enhance financial product experiences and drive revenue growth.
- Unified the B2B SaaS platform design for the cross-border team, improving team collaboration efficiency.
- Designed and optimised the internal UX request management tool, reducing communication costs.
- Led the 0-1 design of the company's healthcare app, supporting fundraising for innovative projects.

#### UX/Product Designer at SAIC Finance

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

- Researched, designed, and tested B2C car loan services, improving user experience and company revenue.
- Optimised the customer service platform to enhance operational efficiency.
- Designed digital marketing products to boost product traffic and strengthen brand presence.

#### UI/UX Designer at Youshuo

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

- Led the 0-1 design of a travel website and mobile app for an early-stage startup.
- Designed all digital and graphic materials for marketing campaigns.

### Portfolio

[https://dadadadabanana.github.io/Mingda\\_design/](https://dadadadabanana.github.io/Mingda_design/)

### Education

#### Master's Degree | 2024–2025

User Experience Design  
Victoria University of Wellington

#### Bachelor's Degree | 2011–2015

Law  
Shanghai International Studies University

### Skills

- User Experience Design
- Product Design
- User Research and Testing
- UX/UI Design
- Prototyping
- Usability Testing
- Design Unifying
- Illustrating
- Video Editing
- Project Management (PMP)


### Tools

- |             |            |
|-------------|------------|
| • Figma     | • HTML+CSS |
| • Axure     | • Webflow  |
| • Miro      | • Capcut   |
| • Photoshop | • Sketch   |

### Language

- English (Proficient, IELTS 7.5)
- Chinese (Native)

 [LinkedIn](#)

 [Behance](#)