

Mingda Lin

UX&Product Designer



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Summary

I'm a UX and product designer with 8 years of experience in fintech, enterprise systems and e-commerce. I've led end-to-end design for B2C apps and websites, built design systems, and created experiences across multiple platforms. I excel at simplifying complex flows, standardising internal processes, using prototypes to align teams, and creating intuitive interfaces to improve 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 reusable components and a style guide that reduced design-developer handover time by around 30%.
- Designed and implemented an internal UX request tool handling 60+ monthly requests, boosting completion rates to 85%+ and cutting change requests by 40%.
- 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 the end-to-end design for a B2C car loan app and related financial services, including user research, user journey mapping, IA design, UX/UI design, and continuous optimisation, resulting in over 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.

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 Creative Suite
- Sketch
- Procreate
- Notion
- Jira / Azure DevOps Board
- HTML+CSS
- Webflow

