

# Jean Zu Lin

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## Summary

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Experienced web designer with over 5 years of experience across various industries, including banking, travel, and law. Skilled in user experience design and web standards, with a proven track record of delivering successful design projects. Participated in several important projects related to digital transformation and leveraged new technologies and design principles to improve the overall customer experience.

## Experience

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### **E.sun Financial Holding Co., Ltd | Taipei, Taiwan**

#### **Web Designer | 09/2020 - 09/2022**

- Played a key role in several significant projects aimed at digital transformation, including the Zero to One lunch digital product, design proposal, and website redesign initiatives.
- Led the redesign of the official recruitment website, resulting in a 40% increase in qualified applicants and a more efficient and user-friendly application process.
- Streamlined the online account opening process with various stakeholders from different departments, resulting in saving over 50% the time it previously took to complete the process and a significant reduction in the effort required for customers to open multiple accounts.
- Established a comprehensive design system to ensure cohesive and consistent experiences across all of the bank's digital products and services, including a set of guidelines, patterns, and reusable components.
- Designed and coded responsive web pages and interfaces for various campaigns, utilizing interaction design and motion design to create vibrant and engaging user experiences that adhered to web standards and accessibility guidelines.
- Maintained and updated digital products, such as official website and App, to ensure all of them adhere to the design system and bank's brand standards.

### **G2 travel | Taipei, Taiwan**

#### **Product Planner | 08/2019 - 12/2019**

- Conducted product plans and strategies to meet business objectives and improve customer experience.
- Monitored product performance and made recommendations for improvements to enhance customer satisfaction.

### **North America Intellectual Property Corporation | Taipei, Taiwan**

#### **Process Control Specialist | 11/2017 - 08/2019**

- Conducted process analysis and improvement initiatives to increase efficiency and productivity across the organization.
- Collaborated with departments and stakeholders to identify areas for improvement and develop solutions.

## Skills

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HTML, CSS, and JavaScript, Adobe Creative Suite, Responsive Design and Mobile-First Development, UX design principles and usability best practices, Create wireframes and prototypes to communicate design ideas, Process improvement

## Education

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### **Institute for Information Industry | Taipei, Taiwan**

#### **Certificate of Front-End Development | 03/2020**

### **National Cheng Kung University | Tainan, Taiwan**

#### **Bachelor of Life Sciences | 06/2017**