KENG-HO LIN （Cindy）

Senior UI/UX Designer

With 5+ years of cross-disciplinary design experience, I excel in communication and collaboration across diverse fields. My adaptability allows me to overcome challenges and explore innovative design methods. I actively share and learn from experiences to continually improve.

CONTACT ME

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Portfolio
aholin.github.io/cindyfolio

EXPERTISE

UX Design
Design systems
Interaction Design
Information Architecture
Product design
User Research
User Flow
UI Design & Prototype
Film Editing

TOOLS

Figma & Figjam
Adobe XD
Sketch & Zeplin
Axure
Principle
Adobe Illustrator
Adobe Photoshop
Notion
Asana
Adobe Premiere
Adobe After Effects
Final Cut Pro
Adobe Indesign
Adobe Lightroom

TRAITS

Cross-disciplinary
Communication
Adaptability
Efficiency-oriented
Summarize & Share

EXPERIENCE

User Experience Designer | 2021.10- Present
AccuHit

- Responsible for refactoring and iterating the Conversational Commerce Platform (AccuNIX), leading problem definition, team direction, UI design, and user testing to ensure pre-launch quality.
- Contributed to 30+ projects across various industries, including food, insurance, e-commerce, and real estate.
- Led UX architecture, workflow design, and UI for Web, LINE Liff, and system platform.
- Collaborated with AM, PM, and programming teams for seamless execution and managed project schedules effectively, ensuring timely completion.

UI/UX Designer | 2019.07-2021.09
Cameo

- Participated in ideation, planning, user interviews, and education-oriented AR / VR / exhibition interaction design, digital experience process, interface design, and user usability testing for 10+ tenders.
- Executed UI design for web and app, optimizing UX and collaborating with engineers.
- Designed key visuals, DMs, and enhanced tenders and presentations.
- Managed HTML/CSS uploads for website updates and edited promotional videos.

UI Designer Intern | 2019.07-2019.09
ASUS Cloud

- Improved Web UX/UI design to enhance user experience and brand image.
- Revitalized corporate identity and culture through App icon redesign and peripheral design creation.
- Optimized click-through and conversion rates with the design and coding of 4 Edm newsletters.
- Elevated brand exposure and sales through Web advertisement design for major festivals.

Designer Intern | 2017.11-2018.05
How Travel

- Participated in the planning of a new startup e-commerce project and produced 22+ promotional videos.
- Designed 18+ sales pages, optimized web page layouts, and improved conversion rates and user experience.
- Created visual graphic , optimized web interfaces, and improved sales effectiveness and navigation.

EDUCATION

Masters in Interaction Design | 2018-2020
National Taipei University of Technology

- 2019 - Outstanding Domestic Graduate Award
- 2020, “On-Site Spatial Navigation and Study of Chinese Scholar Garden with Design Strategies of Yuan-Ye from Ming Dynasty through Application of Augmented Reality：A Case Study of Banqiao Lin Family Garden”

Bachelor of Interaction Design in the Department of Media Design | 2014-2018
Tatung University

- Scholarship for Outstanding Character and Academic Excellence for 6 semesters.
- 2018, NSTC Research Program, The Impact of Augmented Reality Product Catalog Application on Consumers' Acceptance of Technological Innovation and Brand Experience Evaluation.

AWARD

2019 **IDC Design Battle of the Warring States - First Prize Bronze Award**
2019 16th Yushow Cup Software Application Category - Finalist
2018 III DIGI+ Silver Generation Intelligent Toy Competition - Champion
2018 **Red Dot Award, Communication Design - Best of the Best**
2018 Golden Pin Design Award, Best Annual Design Award for Digital Multimedia Design - Finalist
2018 Vision Get Wild，VGW, Digital Communication Design Category - Finalist
2017 Vision Get Wild，VGW, Digital Communication Design Category - Finalist
2017 Vision Get Wild，VGW, Mobile Game Creation Category & Special Sponsor Award - Finalist