



# KENG-HO LIN ( Cindy )

UI/UX Designer

With over five years of cross-disciplinary design experience, I possess excellent communication skills and a strong ability to collaborate with diverse fields and departments. My adaptability enables me to quickly overcome new challenges while efficiently exploring innovative design methods and tools. Additionally, I am willing to summarizing and sharing my learning experiences to continually improve.

## CONTACT ME

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Portfolio  
[aholin.github.io/cindfolio](https://aholin.github.io/cindfolio)

## 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

- Contributed to 30+ projects for diverse brands, spanning food, insurance, e-commerce, and real estate industries.
- Responsible for UX architecture, workflow design, and UI design for web, LINE Liff, and system platform.
- Collaborated with planning, project management, and programming teams to ensure seamless project execution.
- Optimized project processes, established design patterns, and shared experience in cross-departmental workshops.
- Managed project schedules, delivering timely completion whether working independently or collaboratively.

### 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 web and app UI, optimize UX, and communicate with engineers.
- Designed key visual, DM, and beautified tenders and presentations to enhance project quality.
- Uploaded HTML and CSS for the new website version and edited promotional videos.

### UI Designer Intern | 2019.07-2019.09

#### ASUS Cloud

- Enhanced Web UX/UI design to improve user experience and brand image.
- Strengthened corporate identity and culture through App icon redesign and peripheral design creation.
- Increased click-through and conversion rates by designing and coding 4 Edm newsletters.
- Boosted brand exposure and sales through designing Web advertisements 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 ads and banners, 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”
- 2020, “In-Depth Learning of Architectural Heritage with Application of Augmented Reality based on Sequential Scenes”. In Proceedings of the 7th IEEE International Conference on Consumer Electronics - Taiwan
- 2019, “Collaboration Application for Monitoring Daily Behaviors of Older Drivers for Safer Elderly Driving”. In Proceedings of the 6th IEEE International Conference on Consumer Electronics–Taiwan

### 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 - Finalist
- 2017 Vision Get Wild, VGW, Special Sponsor Award - Finalist