



# Delphine Lan

Delphine Lan is a Taiwan based multidisciplinary designer specialising in Digital Design and Graphic Design. Good at communication and curious about new things. Likes to share and explore beautiful designs.

I am responsible for product experience design, integrating human-centric principles, market insights, and innovative thinking to plan processes and interfaces that meet user needs. I contribute to driving product growth and enhancing UI/UX design.

## PERSONAL

### Name

Yun Li Lan 藍雲璿

### Mobile

0921763276

### Email

sun7722blue@gmail.com

### Portfolio

delphinelan.com

## EDUCATION

### Shih Hsin University

Bachelor degree of Digital  
Multimedia Arts  
Sep. 2006 - Jul 2010

## CERTIFICATE

### Google UX Design

### Google Analytics (GA4)

## SKILLS

### Design

Drawing  
Typography  
Visual Design  
UI Design  
UX Research  
Responsive Design  
Wireframing  
Prototyping  
HTML / CSS

### Software

Sketch  
Figma  
Adobe XD  
InVision  
Photoshop  
Illustrator  
InDesign  
VS code

## WORK EXPERIENCE

### ● Sep. 2022 - Present | 遠創智慧股份有限公司 FETC International Co., LTD.

#### Senior Product Designer / UI/UX design team leader

Mastering the overall design and business strategy of the product, I focus on ensuring the product meets market demand and business goals. I collaborate with Business Development (BD) to present design concepts to business partners and fully participate in the design and development of the product.

As the design team leader, I hold design sharing meetings every two weeks. These sessions help team members bring up any challenges they're facing so we can brainstorm solutions together. This approach improves how we handle issues when working independently. It encourages team members to openly discuss design-related problems in meetings and collectively come up with better ideas.

### ● Apr. 2022 - Aug. 2022 | TenMax ad Tech Lab Co., LTD.

#### Senior UI/UX Designer

B2B platform design include DSP and SSP platform.

Communicate and interact with different functions, deliver a high-quality UI design and related elements with a consistent experience. Participate in and define product design practices and guidelines. Participate in the complete product life cycle.

Communicate and interact with business people and technical people, and explain the reasons for product UI design.

### ● Aug. 2019 - Mar. 2022 | Anue 鉅亨金融科技 (鉅亨網)

#### Senior Designer

Internal Website and APP UI Design.

UI revised design of the news website.

Design the company's B2B cooperation webpage and campaign page then complete all of them by html and css.

★ Hao.cnyes : This project is a social media platform focusing on financial management. My work is cross-platform UI / UX design including APP and RWD web and CMS system. Discussing storyboard and planning functions with PM, product ideas, market research, wireframe planning and visual design.

### ● Jun. 2014 - Jul. 2019 | AMC 空中美語

#### Web Designer

Internal Website and RWD Campaign Pages Design.

DM、POSTER Design based on the ability of photoshop and illustrator.

★ AMC official website : UI design and complete by html and css.

★ AMC course selection system : UI design and complete by html and css, then cooperation with RD to connection the back- ground information.

### ● Apr. 2012 - May. 2014 | 風尚國際廣告事業有限公司

#### Graphic Designer

DM、POSTER Design based on the ability of photoshop and illustrator.

Producing vedio by After effects and premiere.

★ The exhibition booklet and bookcover design of the TAITRA.

★ The exhibition newspaper of the TIS (Taipei IN Style Taipei Charm Show)