Emery Lin

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Shanghai, China

Product Designer | To B & To C

***2021.12 ~ Present (2 ys 6 ms) : Freelance** – Remote*

- Be responsible for the UX of both webs and mobile apps.
- Publish marketing design and content on social media platform. Analyse data for making better content.
- Provide a high-quality customer service.

UX Designer | SCRM

***2021.02 ~ 2021.06 (4 ms) : JINGdigital -** Shanghai*

- Interview users to gather actual needs from user story.
- Test design prototypes to select the best solution.
- Follow up user feedbacks, discover and optimize UX problems by data analysis.

Product Designer | CMS

***2020.06 ~ 2020.08 (3 ms) : Strikingly / SXL** - Shanghai*

- Work at fast-paced agile team.
- Write English PRD, describe background, user feedbacks, scope, research result, design solution and UI SPEC.
- Complete UAT to push the publishment of the project.

UX Designer | CDP & OTA

***2017.01 ~ 2020.02 (3 ys) : Zhuge'Io** - Beijing*
***2014.07 ~ 2016.08 (2 ys) : Consultancy & YLLY** – Beijing*

- Define user needs from user story and scenarios. Verify ideas based on user mental to get the best solution.
- Build and manage components library and visual guideline.
- Focus on data and user feedbacks to analyze ux problems. Control design progress to push team collaboration.

Specialties

Product

Projects Plan, Competitors Analysis, Marketing Research, Requirements Definition, Data Analysis, Risk Evaluation, PRD

Design

Interaction & Visual Design, User Research, Usability Test, Design Sprint, Design Thinking, Service Design, Photoshop, Video Editing, Figma, FigJam

Other Skills

Tech

HTML, CSS, JavaScript, SQL

Language

Mandarin, English (IELTS 6.0)

Certificates

BDA

Data Analyst - 2023

HCI

Interaction-Design - 2021

UX

Coursera - 2020