Zih-Hong Lin

Better design, better experiences.

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Education

National Taiwan University of Science and Technology
Taipei, TW / Sep 2014 - Present
MDes in Interaction Design
GPA 4.0 / 4.0

Shu-Te University
Kaohsiung, TW / Sep 2009 - Jun 2013
BDes in Interactive Media Design
GPA 3.8 / 4.0

Skills

Research
Affinity Diagram
Competitor Analysis
Contextual Inquiry
Interviews
Survey

Design
Persona
Rapid Prototyping
Story Mapping
Storyboarding
Wireframing

Test
A/B Testing
Statistics Testing
Usability Testing

Tools
Adobe CC (PS, IL, ID, FL, DW)
Axure RP
Framer Studio
HTML / CSS / JavaScript
Sketch
Quartz Composer (Origami)

Experience

UI / UX Designer @ NVIDIA Corporation
Taipei, TW / Jun 2016 - Present
Worked as the lead designer who was responsible for designing various software products.
- Led the plan and execution of user experience research through methods of user-centered design.
- Refined research findings, pinpointed design requirements and established development strategies for software products.
- Designed the functional map, UI flow, wireframe, prototype and GUI of product.
- Collaborated closely with project managers and engineers to iterate products through efficient development.

Intern UI Designer @ Trend Micro Inc.
Taipei, TW / Jul 2015 - Sep 2015
Created whole-new mobile experience for the featured products.
- Penetrated into users' needs and problems through competitive product analysis and in-depth interviews to create whole-new mobile experience.
- Led the design, research and development teams in brainstorming product strategies.
- Carried out user flow planning and interface designing of product prototype based on ideas proposed in meetings.
- Developed interactive product prototype for design validation and usability testing.

iOS Developer @ BonTree Creative Ltd.
Taipei, TW / Apr 2015 - Dec 2015
Took on the position as the lead developer in the startup.
- Piloted the startup in conducting survey and research on users.
- Introduced business model analysis and established product development strategies.
- Developed creative products with effective teamwork skills.

Publications

4 Conference Papers (UX & HCI related)
for more information: zihhonglin.com

References & Portfolio Available Upon Request