



# HSIN-PEI (PEGGY) LIN

Phone: +886 936 233 887  
Email: [hsinpei.peggylin@gmail.com](mailto:hsinpei.peggylin@gmail.com)  
Linkedin: [Peggy Lin](#)  
Portfolio: [Portfolio Link \(Github\)](#)

## SUMMARY

UX/UI Designer with hands-on experience in design. A Business Administration graduate and Master in Customer Experience & Innovation graduate, skilled in user research, prototyping, and customer journey mapping. Passionate about leveraging design to address challenges and create impactful solutions. Proficient in Figma, Adobe Creative Suite, and Miro.

## EDUCATION

**Master in Customer Experience & Innovation** Sep 2023 - Jul 2024  
IE Business School

**Bachelor of Business Administration** Sep 2017 - Jun 2021  
National Taipei University

- Interdisciplinary Program: Senior Community Care Micro Program, Social Caring Program

## PROJECTS

**ReBottle - App UX/UI Design** [Link](#)  
Gamifying plastic bottle recycling for citizens in Madrid

- Role: UX/UI Designer, designed app interface and integrated gamification elements

**Eat Together - Website UX Design** [Link](#)  
Eliminating potential food waste of repetitive resources for the homeless community

- Role: UX Designer, developed user flows, designed wireframes, and conducted user testing

**AliExpress Redesign - App UX Redesign** [Link](#)  
Redesigning the overly clustered interface of AliExpress to reduce over-consumption

- Role: UX Designer, identify behavioral dark patterns, user testing, and redesigning

## WORK EXPERIENCE

**Startup Experience Intern Lead, IE Entrepreneurship & Innovation Center** Oct 2023 - Apr 2024

- Led customer journey mapping initiatives, enhancing satisfaction and engagement; collaborated with alumni startups to offer tailored support and innovative improvements.
- Organized the "Meet the IE Startups" event, attracting 200 attendees and fostering connections between students and alumni startups.

**Buyer in Electronics Sourcing, Techtronic Industries** Jul 2021 - Jun 2022

- Reduced material shortages by 40% through strategic negotiations with international suppliers.
- Improved inventory management by collaborating on the design of an accessible material tracking system in Excel.

## LANGUAGES

English (fluent, TOEFL 107) | Mandarin (native)

## SKILLS & CERTIFICATION

Figma | HTML/CSS | Adobe Illustrator | Adobe Photoshop | Miro | Midjourney | Slack

Certified Salesforce Associate | Sustainability Certificate

## VOLUNTEER

**Fundación Pan y Peces - Volunteer for Food Donation** Dec 2023 - Mar 2024

**Project 'Light up the streets' - Volunteer for the Homeless** Feb 2020 - Jun 2023