

Ting-yi Lin

Multidisciplinary Designer

<https://linktr.ee/Tingyi.lin>

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In the realm of **technology-driven** design, every single detail shapes the **user experience**.

Strengths

Creativity and innovation
Empathy and perception
Quicker learner

Research Skills

Contextual inquiry
Usability testing
Cognitive walkthrough
Design insight translation
Prospective competitor analysis

Design Skills

Information architecture
Wireframe and workflow
Persona development
User journey mapping
Design system development
Visual communication design
Graphic design
Digital prototyping

Coding Skills

HTML / CSS
React.js
Bootstrap / Ant Design

Tools

Figma, Adobe Photoshop, Illustrator,
After Effect, Miro

Professional Experience

Product Designer @ KOL Tech CO. 群人行銷

JAN 2024 - PRESENT / TAIPEI

- Led the experience and interface design of three KOL-related digital SaaS products and one on-premises software product, and increased user engagement by 20% in 3 months.
- Conducted user research including interviews, user flows, user journeys, and information architecture.
- Developed design systems and responsive user interface designs.

UI/UX & Front-end Internship @ 未來巢科技股份有限公司

JUN 2023 - MAY 2024 / TAIPEI

- Designed user interfaces and conducted A/B prototyping and usability testing for the financial BI system.
- Worked on website design and information architecture.
- Developed front-end frameworks using React.js and performed markup slicing.

Freelancer @ Ting-yi studio

FEB 2021 - PRESENT / TAIPEI

- Designed visual identity systems.
- Created graphic designs.
- Developed packaging designs.
- Produced illustrations.

Education

National Chengchi University

Bachelor of Arts - BA, Advertising

SEP 2020 - JUN 2024

Honors

2024臺北市秋季程式設計節【城市通微服務大黑客松】

Honorable mention (Top four of 111 teams)

SEP 2024

Cannes Lions Festival,

2023Taiwan Representative Competition

Future young lions award, 4th prize

MAR 2023