

UI / UX Designer



PO-HUNG LIN

PROFILE

Hello, I'm passionate about crafting visual content and interactive experiences. I thrive on applying design thinking to tackle complex problems in creative ways, and adding extra values to products, services and organizations through human-centered design.



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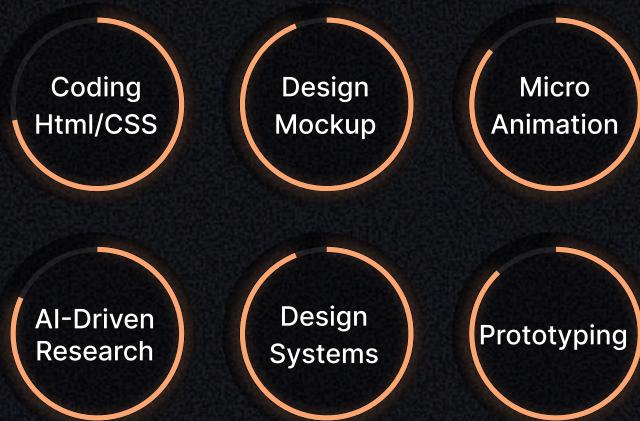


Taiwan, New Taipei City

EDUCATION

- 2019 **Master of Interaction Design**
Monash University.
Melbourne VIC, Australia
- 2018 **Graduate certificate of Design**
University of New South Wales.
Sydney NSW, Australia
- 2017 **Bachelor of Bio mechanical engineering**
National Chung Hsing University.
Taichung, Taiwan

SKILLSETS

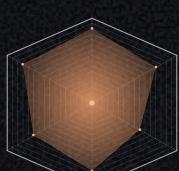


LANGUAGE

- Mandarin : Native
- English : Advanced

STRENGTHS

- Responsibility
- Self-taught
- Flexibility
- Problem-Solving
- Collaboration
- Time-management



HOBBIES



EXPERIENCE

- 2022 - Present | Resume Genius
UI / UX DESIGNER Full-time
 - Benchmark design patterns by analyzing competing products
 - Review current interfaces to identify pain points and usability challenges
 - Define the layout and content strategy for pages and screens
 - Establish and maintain a scalable design system with reusable components
 - Build interactive mockups to simulate real product behavior
 - Prepare developer-friendly specs with clear annotations
 - Continuously refine and evolve designs over time
 - Leveraging AI to accelerate design decisions and research insight.
 - AI-enhanced workflows for faster iteration and deeper UX understanding.
- 2022 - 2024 | Plural
UI / UX DESIGNER Freelance
 - Perform competitive analysis, customer journey and user flows
 - Organize sitemap and page-level architecture
 - Create wireframes (low-fidelity prototypes)
 - Create consistent design systems (colors, typography, spacing, etc.)
 - Develop interactive design features for improved usability
 - Manage and maintain organized design files
- 2020 - 2022 | YOTTA
UI / UX DESIGNER Full-time
 - Map user flows and identify user needs
 - Collaborate closely with front-end and back-end developers.
 - Visualize concepts through wireframes and interactive prototypes
 - Create feature-driven interfaces aligned with new functionality
 - Craft mascot and extend it into a cohesive visual series
 - Enhance user experience with micro-interactions and animated SVGs
 - Leverage Google Analytics to optimize UI/UX
 - Coordinate with marketing and cross-functional stakeholders
 - Continuously evaluate and refine current UI for better usability.
 - Deliver tailored UI/UX solutions for sub-brand initiatives
- 2019 - 2020 | Brokery / Govern Agility
WEB UI DESIGNER Freelance
 - Create UI elements and design user flow
 - Work on web design project by Webflow
 - Animated image creation / Logo design
- 2018 - 2019 | Concept projects / School projects
 - Graduate project - APP UI / UX Design
 - Urban screen group project
 - UI daily challenge