林欣樺

Hello I am Tina!

\# 設計思考
創意且有策略地解決各式疑難雜症

\# 同理心聆聽
了解業主與客戶核心需求

\# 邏輯思維
能迅速綜觀事物的全面佈局與脈絡

EDUCATION

Simon Fraser University

BC, Canada / Jan 2012 – Jun 2016

BSc in Interactive Arts & Technology
用戶體驗設計 / 互動設計方法與研究
資訊設計 / 網頁設計與開發

SKILLS

使用者體驗設計

實體活動規劃與執行

專案溝通與執行

CONTACT INFO

0968758973

tinatwlin@gmail.com

PERSONAL GROWTH

GIT x LTUX ｜ 第二屆曼陀號領航計畫 – 使用者體驗設計組 / Jul – Oct 2019

溫世仁文教基金會 ｜ WISE 職能培訓計畫 / Apr – May 2019

Userxper 悠識 ｜ 服務設計初階工作坊 –情境式服務設計 / Apr 2019

DesignLab ｜ UX Research & Strategy Course / Jun – Jul 2018

WORK EXPERIENCE

Trend Micro 趨勢科技股份有限公司 ｜ UI/UX Designer

Taipei, Taiwan / Jul 2019 – Present

- 溝通協調 ｜ 與市場行銷、開發、客服等各團隊密切且流暢地討論產品規劃、用戶體驗流程，並利用設計方法與數據分析，快速提出可行設計提案推動專案進行。
- UI/UX設計 ｜ 網路安全相關應用設計，負責提出直覺、易操作的介面設計，並參與開發、與工程團隊流暢地高效溝通，確保整體功能符合用戶及商業需求。
- 用戶調查 ｜ 規劃產品研究方案，協助調查員製作產品原型、分析用戶行為與談話內容，並藉由觀察結果來調整未來產品改善方針。

Pou Chen Corporation寶成工業股份有限公司 ｜ UI/UX Designer

Taoyuan, Taiwan / Oct 2019 – Jun 2019

- 教育訓練課程 ｜ 推動 "UI/UX入門"教育訓練課程，以幫助團隊在工作中高效地實踐UI/UX。提供約30人的實體課程、錄製中英文版本的線上課程以及提供設計諮詢服務。
- UI/UX設計 ｜ 負責公司內產品開發設計及互動流程優化。
- 用戶調查 ｜ 規劃產品研究方案，透過獨立訪談與研究聚焦目標用戶與開發目標。

Jreach 勁取股份有限公司 ｜ UI/UX Designer

Taipei, Taiwan / Dec 2016 – Mar 2018

- 招募/培訓/管理 ｜ 為設計團隊招募和培訓實習生，並計劃一系列的月度團隊建設活動。
- UI/UX設計 ｜ 重新設計公司的網站，並負責規劃、設計和測試全站體驗。
- Computex 2017 ｜ 在2017年台北國際電腦展Comutex中，設計公司展台的視覺空間，並協助擔任客戶服務代表進行品牌和產品概念介紹與宣傳。

INTERNSHIP EXPERIENCE

Loopp Media Inc. ｜ (Intern) Graphic & Web Designer

Richmond, BC, Canada / Feb 2016 – Jun 2016

- 溝通協調 ｜ 與團隊合作為客戶提供客製化行銷素材，以提升客戶產品或服務的市場價值。其中項目包括品牌設計、營銷設計(菜單、海報、影片)、網站設計等。

Enel X (Enernoc/Pulse Energy) ｜ (Intern) Mobile UI Designer/Developer

Vancouver, BC, Canada / Sept 2014 – Apr 2016

- UI/UX設計 ｜ 重新設計大專院校能源節約管理儀版系統，快速地以簡潔的原型設計，清晰地向開發團隊跟管理階級展示設計提案，最後成功將此專案推向開發階段。

Tina Lin

CONTACT INFO

0968758973

tinatwlin@gmail.com

EDUCATION

Simon Fraser University

BC, Canada / Jan 2012 – Jun 2016

BSc in Interactive Arts & Technology
User Experience & Interface Design / Interaction Design Methods / Human Computer Interaction and Cognition

PERSONAL GROWTH

GIT x LTUX

MentorShip Program – UX Design Team
Jul – Oct 2019

Sayling Wen Cultural & Educational Foundation

WISE Professional Skills Training
Apr – Jun 2019

Userxper

Fundamental Service Design Workshop – Situational Service Design
Apr 2019

DesignLab

UX Research & Strategy Course
Jun – Jul 2018

Hello I am Tina!

\# Listening with Empathy | to understand the core needs of users and business

\# Logical mind | to analyze the overall layout and context

\# Design Thinking | to solve problem creatively and strategically

WORK EXPERIENCE

Trend Micro, Inc. | UI/UX Designer

Taipei, Taiwan / Jul 2019 – Present

- **Communication and Coordination |** Closely discussed product planning and user experience processes with marketing, development, customer service and other teams, and used design methods and data analysis to quickly put forward feasible design proposals to promote the project.
- **User Research |** Created the product research plan, assisted researchers by making prototypes, analyzing user behaviors and conversations, and later enhanced the product based on research results.

Pou Chen Corporation | UI/UX Designer

Taoyuan, Taiwan / Oct 2018 – Jun 2019

- **Lecturing UI/UX Courses |** Promoted the "UI/UX Introduction" education and helped the team effectively practice UI/UX at work by conducting physical courses for 30+ people, recording online courses in both Chinese and English, and providing the design consulting services.
- **UI/UX Design |** Responsible for planing the interactive process optimization and providing the friendly user interface and product experience.

J–Reach Co. Ltd. | UI/UX Designer

Taipei, Taiwan / Dec 2016 – Mar 2018

- **Recruitment/Training/Management |** Recruited and trained interns for the design team, and planned a series of monthly team building activities.
- **UI/UX Design |** Redesigned the company's website and conducted brainstorming, designing and testing responsive web experiences. Created branding materials used in print, video and web assets. Assisted in planning, designing and analyzing user research findings in user surveys, user testings, and focus groups.
- **Computex Taipei 2017 |** Designed the visual space of the company's booth and assisted as a customer service representative in brand and product concept introduction.

INTERNSHIP EXPERIENCE

Loopp Media Inc. | (Intern) Graphic & Web Designer

Richmond, BC, Canada / Feb 2016 – Jun 2016

- Worked directly with small business clients, helping them design their various platforms to express their values as a brand and company. Completed cases including developing brand identities, marketing design solutions, web development and optimizing interaction flows.

Enel X (Enernoc/Pulse Energy) | (Intern) Mobile UI Designer/Developer

Vancouver, BC, Canada / Sept 2014 – Apr 2016

- Re–designed an energy–saving dashboard specifically for university/college clients. I created series of clean prototypes and pitched the project to the management team, successfully bringing the product to the next development stage.