



# 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

#邏輯思維

能迅速綜觀事物的全面佈局與脈絡

#同理心聆聽

瞭解團隊與顧客核心需求

## EDUCATION

### Simon Fraser University

BC, Canada / Jan 2012 - Jun 2016

#### BSc in Interactive Arts and 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

0968-758-973

tinatwlin@gmail.com

## PERSONAL GROWTH

**GIT x LTUX** | 第二屆曼陀羅號領航計畫 - 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 / Apr 2019

**DesignLab** | UX rresearch & Strategy Course / Jun - Jul 2018

## WORK EXPERIENCE

### 個人工作室 | UI/UX Designer, Product Manager

Taipei, Taiwan / Jul 2021 - Current

- 提供 UI/UX 設計, 專案管理, 實體產品生產製作/採購/商業接洽。

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

Taipei, Taiwan / Jul 2019 - Jun 2021

- 溝通協調 | 與市場行銷、開發、客服等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以推動專案進行。
- UI/UX設計 | 網路安全相關應用設計, 負責提出直覺且易操作的介面設計, 並完整參與開發、與工程團隊流暢地高效溝通, 確保整體功能符合用戶需求且傳遞一致的品牌識別。
- 用戶調查 | 規劃產品研究方案, 協助調查員規劃用戶訪談、製作產品原型、分析用戶行為與談話內容, 並藉由觀察結果來規劃下一階段的產品改善計畫。

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

Taoyuan, Taiwan / Oct 2018 - Jun 2019

- 教育訓練課程 | 策劃並推動“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。其中包含提供約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 | 規劃產品研究方向, 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Computex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 Ennergy) | (Intern) Mobile UI Designer / Developer

Vancouver, BC, Canada / Sept 2014 - Apr 2015

- UI/UX設計 | 重新設計大專院校能源節約管理儀表板系統, 快速地以簡潔的原型設計, 清晰地項開發團隊與管理階級展示設計提案, 最後成功將此專案推項開發階段。



# Tina Lin

## EDUCATION

### Simon Fraser University

BC, Canada / Jan 2012 - Jun 2016

#### BSc in Interactive Arts and 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

### Saying Wen Cultural & Educational Foundation

WISE Professional Skills Training  
Apr - May 2019

### Userxper

Fundamental Service Design Workshop -  
Situational Service Design  
Jul - Oct 2019

### DesignLab

UX Research & Strategy Coursework  
Jun - Jul 2018

## CONTACT INFO

0968-758-973

tinatwlin@gmail.com

## 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

### Personal Studio | UI/UX Designer, Product Manager

Taipei, Taiwan / Jul 2021 - Present

- Provide UI/UX Design solutions, product development and management, supply chain purchase related assistance.

### Trend Micro Inc. | UI/UX Designer

Taipei, Taiwan / Jul 2019 - Jun 2021

- **Communication and Coordination** | Closely discussed product plans 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 projects.
- **User Research** | Created the product research plans, assisted researchers by making prototypes, analyzing user behaviors and conversations, and later enhanced the products 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" 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 planning the interactive process optimization and providing the friendly user interface and product experiences.

### 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. 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 Ennergy) | (Intern) Mobile UI Designer

Vancouver, BC, Canada / Sept 2014 - Apr 2015

- 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.