tina lin

Tel: 0968-758-973 | Email: tinatwlin@gmail.com | Portfolio: tinatwlin.github.io/lin

我認為設計是生活中不可或缺的重要角色，不僅可以讓環境變得更加舒適，也可使人們在使用物品上更加方便有效率。正因為生活中有各式各樣的設計與包羅萬象的方法，我經常督促著自己去學習、實驗、發現與解決不同的挑戰和困難，讓我能更加深入理解使用者與產品之間的互動，進而去設計、創造一個使產品使用者感到友好的用戶體驗。

WORK EXPERIENCE

Pou Chen Corporation   UI/UX Designer
Taoyuan, Taiwan / Oct 2018 - Present

- 主要負責公司內企業端產品之開發設計及互動流程優化，其中工作內容包含使用者權限功能設計、Wireframe/Mockup製作、產品開發測試。

J-Reach Co. Ltd.   UI/UX Designer
Taipei, Taiwan / Dec 2016 - Mar 2018

- 重新設計公司的網站，並負責頭腦風暴、設計和測試響應式網頁體驗。提供用於印刷、視頻和網頁的品牌設計素材。協助規劃、設計和分析來自於用戶調查、測試和焦點小組中的用戶研究結果。
- 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。
- 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。

Loopp Media Inc.   (Intern) Graphic & Web Designer
Taoyuan, Taiwan / Feb 2016 - Jun 2016

- 與團隊合作各種設計項目，其中設計項目包括品牌標識設計(logo、名片、產品商標)、營銷設計方案(目錄集、菜單、海報、幻燈片影片)、網站開發設計及互動流程優化。個人主要負責與客戶密切溝通，並為客戶設計不同平台，以展現其公司、商標的市場價值。

Enernoc (Pulse Energy)   (Intern) Mobile Interface Designer & Developer
Vancouver, BC, Canada / Sept 2014 - Apr 2015

- 與團隊合作更新公司現有大專院校能源節約管理儀版系統，並更新設計與開發此軟體的手機、平板介面設計。主要負責設計一系列快速且簡潔的線框稿、視覺稿、原型設計，並清晰地溝通、表達能力向開發團隊跟管理階級展示節能app設計專案的實用性，最後成功將此專案推向開發階段。

EDUCATION

Simon Fraser University BSc in Interactive Arts & Technology (Design Concentration)
Surrey, BC, Canada / Jan 2012 - Jun 2016

- 相關課程：用戶體驗設計 / 平面設計 / 介面設計 / 互動設計方法與研究 / 資訊設計 / 遊戲設計 人機交互與認知科學 / 網頁設計與開發

PERSONAL GROWTH

- 溫世仁文教基金會 WISE 職能培訓計畫 (第一＆第二階段入選) / 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 - July 2018

SKILL SET

CREATIVE
User Experience Design
Interaction Design
Interface Design
Graphic/Visual Design
Branding Strategy
Responsive Web Design

USER RESEARCH
Interviewing
Ethnography
User Persona
Journey Framework
Usability Testing

DESIGN PROCESS
Ideation Brainstorming
Wireframing
Prototyping
Mockup
User Testing

DESIGN TOOLS
Illustrator
Photoshop
Sketch
Axure/Balsamiq

OTHER TOOLS
Basic Html / CSS
Bootstrap
Java / Processing

LANGUAGES
English
Mandarin
Taiwanese

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A well organized, self motivated designer with excellent communication skills at all levels and the ability to work as part of a team or on own initiative as required. Equipped with a strong understanding in design thinking and project abilities, I constantly drive myself to experiment and explore new challenges to create meaningful and seamless solutions to unify design and people.

WORK EXPERIENCE

Pou Chen Corporation   UI/UX Designer

Taoyuan, Taiwan / Oct 2018 - Present

- Created personas, wireframes and UI specifications and collaborated closely with designers, product managers, software engineers to deliver the product solutions.

J-Reach Co. Ltd.   UI/UX Designer

Taipei, Taiwan / Dec 2016 - Mar 2018

- 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.
- Recruited and trained interns for the design team and planned a series of monthly team building activities.
- 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.

Loopp Media Inc.   (Intern) Graphic & Web Designer

Taoyuan, Taiwan / Feb 2016 - Jun 2016

- Created design and marketing solutions. 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 (logo & business card), marketing design solutions (poster & advertisement), web development and optimizing interaction flows.

Enernoc (Pulse Energy)   (Intern) Mobile Interface Designer & Developer

Vancouver, BC, Canada / Sept 2014 - Apr 2015

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

EDUCATION

Simon Fraser University   BSc in Interactive Arts & Technology (Design Concentration)

Surrey, BC, Canada / Jan 2012 - Jun 2016

- Relevant courses: User Experience Design / Interface Design / Interaction Design Methods / Information Design / Human Computer Interaction and Cognition / Web Design & Development

PERSONAL GROWTH

- **Sayling Wen Cultural & Educational Foundation** WISE Professional Skills Training / Apr 2019
- **Userxper** Foundamental Service Design Workshop - Situational Service Design / Apr 2019
- **DesignLab** UX Research & Strategy Course / Jun - July 2018

SKILL SET

CREATIVE

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LANGUAGES

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