

Lauren Lin (Ying-I) Sr. Product Designer

Senior Product Designer with 5 years of expertise in B2B complex SaaS and consumer-facing products, fostering user-centric design, robust design systems, and seamless cross-functional collaboration. Authorized to work in the UK

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Experience

Senior Product Designer | KKday Taiwan Sep 2023 - Feb 2024

- Led a multi-platform publishing control project for **Rezio (B2B SaaS reservation system for tours and activities operators)**, resulting in a 2x increase in publishing efficiency.
- Influenced redesign decisions by conducting **data-driven** user research (customer journey mapping, pain point analysis) and proposed impactful improvements to the product owner.
- Fostered cross-functional collaboration to build a **design system**, standardizing visual styles, UI patterns, and functional logic.
- Enhanced website & app features with cross-functional teams within the **travel industry**, and increased user engagement for our global users across 7 languages.

Product Designer | Seed Education Freelance Aug 2023 - now

- Spearheaded a **consumer-focused** online course platform redesign, involving prototyping and testing. This led to a 40% increase in monthly page views and a 6.2% rise in active users.
- Built a new **design system** that streamlined workflows and increased development efficiency by 30% through standardized components.
- Led **design discussions** with stakeholders, refining the **design strategy** to ensure feasibility and alignment with business goals.
- Executed design quality assurance to validate the design documents against the final interface, identified 400+ issues, and ensured all features functioned as specified.

Product Designer | GoFreight Taipei, Taiwan Mar 2020 - Mar 2023

B2B SaaS Freight Management System & Freight Tracking System

- Prioritized user-centric enhancements of **complex SaaS platforms**, collaborating with cross-functional teams to implement solutions, decreasing customer complaints by 20%.
- Conducted user research (interviews, user journey maps, data analysis, competitive analysis, usability testing) to uncover user needs and behaviour across various projects.
- Developed and maintained a comprehensive design system, including guidelines, and component library, and created detailed design specifications for engineers.

EC-Booking (B2B Freight Booking System)

- Led the design process of EC-Booking, from initial ideation to detailed execution and delivery, including navigation, UI transformations, and screen state variations.
- Contributed in an **agile, fast-paced team**, improved the freight booking experience, and increased B-round funding by boosting revenue.
- Delivered the MVP project successfully within a tight 3-month timeline, shaping the company's future project planning.

Visual Designer | HowDesign Taipei May 2018 - Jan 2020

- Delivered 20+ client websites (RWD) from concept to final hand-off to developers (Adobe Creative Suite)
- Led the design of KidCastle's consumer-focused online course and foreign tutor recruitment system.
- Executed client advertising projects (print & web) including brochures, banners, digital advertising, and websites.

Skills

Design

UI/UX Design, UX Flows, Prototype, Wireframe, Design System, Website Design, Visual Design

Research

Usability Testing, User Interviews, User Journey Mapping, Data Analysis, Competitive Analysis, Heuristic Evaluation

Tools

Figma, Adobe Creative Suite, Webflow, Framer, Looker Studio, Miro

Others

HTML • CSS • Javascript, SQL

Languages

English - Fluent
French - Intermediate
Mandarin - Native speaker

Education

Kingston University London

MA Communication Design:
Graphic Design
UK, 2016 - 2017

Fu Jen Catholic University

BA French Language and Literature
Taiwan, 2011 - 2015