



Ying-I Lin

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ABOUT

I am a Product Designer with 3 years of experience based in Taipei, Taiwan, currently working at GoFreight, a 2B product that offers digital solutions for Freight Forwarders.

Having a background in graphic design, my goal as a product designer is to successfully identify and address the pain points of users, utilizing visual design to enhance the overall user experience.

[Linkedin](#) · [Behance](#) · [Website](#)

PERSONAL

一塊設計 APO Design Co-Writer

<https://apodesign.tw/>

EDUCATION

MA Communication Design: Graphic Design

Kingston University (United Kingdom)
2016 - 2017

BA French Language and Literature

Fu Jen Catholic University (Taiwan)
2011 - 2015

WORK EXPERIENCE

GoFreight Product designer

Mar 2020 - Now

- Executing design at all stages from concept through to high-fidelity designs (Website and Android App).
- Ability to understand B2B users pain points and needs (specifically for enterprise-scale users) from user interviews, and create intuitive design experiences.
- Responsible for end-to-end design projects for B2B products. Worked with the Product Manager to define specs and set data metric goals for projects.
- Planning tracking events and build Data Dashboard to help monitor metrics with Product Managers in a growth team.
- Working in a collaborative, diverse team, working directly with product managers and developers for implementation of designs.

HowDesign Visual designer

May 2018 - Jan 2020

- Mainly focus on customizing UI/UX and Website design for clients from varied industries
- Customized Website Backstage UI/UX Design: Applicant Tracking System, Online courses website user backstage and Cryptocurrency trading platform
- Create wireframes, process flows and site maps to effectively communicate interaction and design ideas
- Collaborate with PM and engineer to define and implement innovative solutions for both product visuals and user experience
- Define project schedules, allocate resources and monitor progress

SKILL

Design

UI Design • Wireframes • Mockup • UI Flows • A/B Testing & Experiment • Design System • Graphic Design • Website Design

Research

Usability Testing • User Interviews • Data Analysis • Competitive Analysis • Heuristic Evaluation

Tools

Figma • Miro • Figjam • Adobe XD • Photoshop • Illustrator • InDesign • HTML/CSS • Wordpress • Data Studio