

# Ying-I Lin

Senior Product Designer with 5+ years of expertise in complex B2B SaaS and e-commerce, fostering user-centric design, robust design systems, and seamless cross-functional collaboration.

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**\*No visa required**

## Experience

**Senior Product Designer | KKday** Taiwan Sep. 2023 - Feb. 2024

- Led a product multi-platform publishing control project for Rezio (B2B SaaS tourism booking system) across Web & App, emphasizing user-centric and operation efficiency
- Leveraged customer research (journey mapping & pain point identification) to drive impactful improvement proposals that shaped the future redesign project plan.
- Fostered cross-functional collaboration (engineers, project managers) and established a design system, enhancing communication and design consistency.
- Streamlined onboarding processes by creating design onboarding documents, significantly reducing onboarding time for new members.

**Product Designer | Seeds Education** Freelance Aug. 2023 - now

- Spearheaded website redesigns for a consumer-focused online course platform, conducting prototyping and conceptual modeling, resulting in near 40% increase in monthly page views and 6.2% increase in monthly active user.
- Translated visual designs into actionable specs, collaborating with engineers to ensure technical viability and digital experience quality.
- Facilitated clear communication with stakeholders, incorporating feedback to refine and enhance the overall design strategy.
- Executed design quality assurance to validate the design documents against the final interface and ensure that all features functioned as specified.

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

**B2B SaaS Freight Management System & Freight Tracking System**

- Prioritized a user-centric approach to improve existing features of a complex, enterprise-level product (website and app)
- Collaborated with engineers and project managers in an agile team to develop and implement design solutions in a fast-growing environment.
- Executed user research initiatives (including interviews, journey mapping, etc.) under the mentorship of senior designers to uncover complex customer needs across projects.
- Developed and maintained a comprehensive design system, including guidelines, component libraries, and detailed specifications to ensure consistency and streamline collaboration with engineers.

**EC-Booking (B2B Freight Booking System)**

- Led design of EC-Booking, incorporating an iterative design process from wireframe, prototype, UI design to hand-off and ongoing feedback to quality assurance.
- Successfully delivered the MVP project within a tight 3-month timeline, influencing 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 online course and foreigner tutor recruiting system
- Executed client advertising projects (print & web) including brochures, banners, digital advertising, and websites.

## Skills

### Design

UI Design, UX Design, UX Flows, Prototyping, Wireframing, 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

### Other

HTML • CSS • Javascript, SQL

## Language

Mandarin - Native speaker  
English - Fluent

## Education

### Kingston University London

MA Communication Design: Graphic Design  
UK, 2016 - 2017

### Fu Jen Catholic University

BA French Language and Literature  
Taiwan, 2011 - 2015