

Ying-I (Lauren) Lin

Senior Product Designer with 5+ years of expertise in B2B 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 (a B2B SaaS tour booking system), resulting in a 46% increase in publishing efficiency.
- Enhanced website & app features with cross-functional teams, and increased user engagement for our global users across 7 languages.
- Influenced redesign decisions by conducting user research (customer journey mapping, pain point analysis) and proposed impactful improvements to stakeholders
- Fostered cross-functional collaboration to build a design system, enhancing development efficiency and design consistency.
- Streamlined onboarding processes by creating design onboarding documents, significantly reducing 35% of onboarding time for new members.

Product Designer | Seeds Education Freelance Aug. 2023 - now

- Spearheaded an online course platform's website 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, including guidelines, and a component library, and created detailed design specifications for engineers.
- Facilitated clear communication with stakeholders, proactively refining the design strategy to ensure feasibility and business goal alignment.
- 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-focused enhancements of website and app features, 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 customers' needs and workflow across various projects.
- Developed and maintained a design system that streamlined workflows and increased development efficiency by 30% through standardized components.

EC-Booking (B2B Freight Booking System)

- Led the end-to-end design process for EC-Booking, which helped increase B-round funding by improving the freight booking experience and boosting revenue.
- 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

Adobe Creative Suite, Figma, 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