

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 a notable increase in user engagement.
- 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