

Lauren Lin (Ying-I)

Sr. Product Designer

Product Designer with 4+ years of experience in crafting intuitive and efficient user interfaces for both B2B SaaS and consumer products. Expert in optimizing user flows for seamless experiences. Skilled in cross-functional collaboration to deliver impactful products. Authorized work in the UK.

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Experience

Product Designer | Seed EducationFreelanceAug. 2023 - now

- Spearheaded online course platform redesign, boosting monthly page views by 39.2% and active users by 6.2%.
- Facilitated stakeholder communication and refined the design strategy to align with business goals.
- Used data-driven design to optimize user flows and enhance engagement, leveraging analytics to inform design decisions.
- Built a design system that increased development efficiency by 30% through standardized components, with support for both dark and bright modes.
- Ensured design quality by validating documents against the final interface, identifying 400+ issues, and confirming all features functioned as specified.

Sr. Product Designer | KKdayTaipei, TaiwanSep. 2023 - Feb. 2024

Rezio : B2B SaaS Tour Booking and Reservation System

- Led a multi-channel publishing optimization for Rezio, resulting in a 2x increase in publishing efficiency.
- Shaped the product roadmap through user research and suggested key improvements to the product owner.
- Enhanced website & app features with cross-functional teams, and increased user engagement for our global users across 7 languages.
- Fostered cross-functional collaboration to build a design system, enhancing development efficiency and design consistency.

Product Designer | GoFreightTaipei, TaiwanMar 2020 - Mar 2023

B2B SaaS Freight Management System & Freight Tracking System

- Audited user journeys for U.S. accountants and OPs from 30+ interviews, collaborated with teams, and reduced customer complaints by 18%.
- Enhanced operational efficiency by refining freight management features, boosting process efficiency by 28%.
- Executed comprehensive user research to identify needs, addressing over 30 new requirements and enhancing user satisfaction.

EC-Booking (B2B Freight Booking System)

- Led the end-to-end design process, 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 | HowDesignTaipei, TaiwanMay 2018 - Jan 2020

- Delivered 20+ client websites (RWD) from concept to final hand-off to developers (Adobe Creative Suite)
- Executed client advertising projects (print & web) including brochures, banners, digital advertising, and websites.

Design Intern | Joseph FashionLondon, United KingdomNov 2017 - Jan 2018

- Maintained and designed Joseph Fashion's E-commerce website, ensuring a user-friendly interface and seamless user experience.
- Designed marketing campaigns that effectively communicated brand messages and engaged target audiences.

Skills

Design

UI Design, 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

Adobe Creative Suite, Figma, Webflow, Framer, Looker Studio, Miro, G-Suite, Jira, Confluence

Others

HTML • CSS • JQuery, SQL

Languages

Mandarin - Native speaker
English - Fluent
French - Intermediate

Education

Kingston University London

MA Communication Design:
Graphic Design
UK, 2016 - 2017

Fu Jen Catholic University

BA French Language and Literature
Taiwan, 2011 - 2015