

Yu-Ching Lin

A UX/UI designer with a great zeal for humanity, design, and technology.

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Portfolio <http://premium.yuchinglin.com/>

Work Experience

Mar 2019 **UX/UI & Front-end Designer**

– Present Ubiquconn | Taipei, Taiwan

- ▶ Lead UX/UI design for IoT cloud service and device interface.
- ▶ Develop high-level and detailed prototypes to effectively communicate interaction and design ideas.
- ▶ Implement UI components into the Vue framework code and oversee the front-end design work (Vue, Vuetify, CSS).

May 2018 **UX/UI Designer & Front-end Engineer**

– Jan 2019 1828 WLJ Tea Shop | Taipei, Taiwan

- ▶ Led UX/UI design for both iOS and Android apps, including designing interfaces and prototyping.
- ▶ Developed in-app webviews for marketing purposes.

Education

Sep 2017 **Master's degree in Psychology** (GPA: 4.18/4.3)

National Cheng Kung University | Tainan, Taiwan

- ▶ Relevant Courses: Methods of Psychological Experiment, Multivariate Statistical Analysis.

Sep 2015 **UX/UI Designer and Web Developer Bootcamp**

Institute for Information Industry | Taipei, Taiwan

Publications

July 2017 Lin, Y.-C., Hu, J.-F., Peng, S.-L. & Hsieh, S.-L. "The Effects of Familiarity and Typicality on Naming Objects and Faces." Poster session presented at CogSci, London, UK.

Honors

2017 Scholarship to attend CogSci conference | MOST

2015 Outstanding Graduate Student | NCKU

Specialties

Front-end Development

Interaction Design

Interface Design

Psychology

User Experience

Skills

User Research

- ▶ Interviews / Surveys
- ▶ Data Analysis
- ▶ Usability Testing
- ▶ A/B Testing
- ▶ Persona
- ▶ User Journey Map

Interface Design

- ▶ Photoshop
- ▶ Sketch / Adobe XD / Figma
- ▶ FramerX / InVision / Overflow

Front-end Development

- ▶ HTML / CSS, SASS / Bootstrap
- ▶ JavaScript / jQuery
- ▶ Vue.js / Vuetify / Storybook
- ▶ Google Analytics / Mixpanel
- ▶ Git / SVN / GitHub

Statistics Software

- ▶ R / SPSS

Languages

- ▶ English (fluent)
- ▶ Chinese (native)