Yu-Ching Lin

UX / Product Designer

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yuchinglin.com

WORK EXPERIENCE

MAR 2019 - PRESENT

UX/UI & Front-end Designer

Ubiqconn Inc. | Taipei, Taiwan

I mainly work on IoT cloud service, but I also design Android and Windows device interfaces as well. These projects involved working with stakeholders to create flow diagrams, wireframe, prototype, user-testing, and implement UI components into the Vue framework code (Vue, Vuetify, CSS).

MAY 2018 - JAN 2019

UX/UI Designer & Front-end Developer

1828 WLJ Tea Shop | Taipei, Taiwan

Designed overall experience for both iOS and Android apps. I collaborate with people in different departments to conduct need-finding, create personas, journey maps, analyze pain points, wireframe, prototype. I also developed in-app web views for iOS and Android apps.

EDUCATION

SEP 2017

M.S. in Psychology *(GPA: 4.18/4.3)*

National Cheng Kung University | Tainan, Taiwan

Relevant Coursework: Methods of Psychological Experiment, Multivariate Statistical Analysis

SEP 2015

UX/UI Designer & Web Developer Bootstrap

Institute for Information Industry | Taipei, Taiwan

PUBLICATIONS

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

SKILLS

User Research

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

Interface Design

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

Front-end Development

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

Data Analysis

- R / SPSS

Language

- English (Fluent)
- Chinese (Native)

INTERESTS

Writing *@Medium*

https://yuyuchinglin.medium.com/

Reading Books *@Notion*

http://books.yuchinglin.com/