

# Yu-Ching Lin

## UX Designer & UX Engineer

Mobile (+886) 0972-231-459

E-mail yuyuchinglin@gmail.com

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

## Work Experience

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

– Present **Ubiqconn Inc.** | Taipei, Taiwan

- Develop and maintain IoT cloud service as well as Android and Windows device interfaces
- Cooperate with stakeholders to create information architecture schema, flow diagrams, content strategy, wireframe, prototype, user-testing, and UI guidelines
- Implement UI components into the Vue framework code (Vue, Vuetify, CSS)

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

– Jan 2019 **1828 WLJ Tea Shop** | Taipei, Taiwan

- Collaborated with people in various departments to conduct need-finding, create personas, journey maps, analyze pain points
- Designed wireframe and prototypes as well as developed in-app web views for both iOS and Android applications

## Education

Sep 2017 **MS 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 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

## 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)

## Articles

### The Appropriate use of Visual Effects in Ads and Websites

Published in UX Collective

### How to Make Company Core Values more than just a Slogan?

Published in UX Planet