

# Yu-Ching Lin

A UX / Product Designer with 3+ years of experience

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<https://premium.yuchinglin.com>

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## WORK EXPERIENCE

- MAR 2019 **UX / Front-end Designer**  
- PRESENT **Ubiquinn Inc.** | Remote (Based in Taipei, Taiwan)
- Lead product design and plan user research for **IoT device management (desktop)**, **RuggOTA (Android & Windows)**
  - **Improved usability by over 30%** by designing dashboard and onboarding pages based on research results for a new product released to the market
  - **Implemented UI components into the Vue framework code (Vue, Vuetify, CSS)** and worked closely with engineers to ensure the design quality
- MAY 2018 **UX Designer**  
- JAN 2019 **1828 WLJ Tea Shop** | Taipei, Taiwan
- Led product design and planned user research for **1828 WLJ Tea Shop App (iOS & Android)**
  - Collaborated with the marketing, product, and visual design team to **strategize future user experience**

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## 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

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## PUBLICATIONS

- JULY 2017 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.

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## SKILLS

### User Research

- Interviews / Surveys
- Usability Testing
- A/B Testing

### Interaction Design

- Persona
- User Journey Map
- User Flow
- Wireframe / Prototype

### 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)