

Yu-Ching Lin

A UX / Product Designer with 3+ years of experience

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WORK EXPERIENCE

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

- *DEC 2021* **Ubiqconn Inc.** | Remote (Based in Taipei, Taiwan)

- Lead product design 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 **UI/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

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

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.

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)