Yu-Ching Lin

A UX / Product Designer with 3+ years of experience

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WORK EXPERIENCE

MAR 2019 – PRESENT

UX / Front-end Designer

Ubiqconn Inc. | Remote (Based in Taipei, Taiwan)

- Lead product design and plan user research for **IoT device management (desktop)**, **RuggOTA (Android & Windows)**
- **Improved usability over 30%** by designing dashboard and onboarding pages based on research results for a new product releasing to market
- **Implemented UI components into the Vue framework code (Vue, Vuetify, CSS)** and worked closely with engineers to ensure the design quality

MAY 2018 – JAN 2019

UX Designer

1828 WLJ Tea Shop | Taipei, Taiwan

- Led product design and planed 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)