

# Irene Lin

## UX/UI Designer

lioj0223@gmail.com  
irenesspace.com

A passionate self-taught UX/UI designer with a visual design background. I am a freelance designer currently and seeking to take the next career step in UX/UI.

With 2 years of marketing experience, I know how to conduct customer research and storytelling, and passionate about helping people connect and solving complex problems.

## WORK EXPERIENCE

### Freelance Designer

Self-employed

Taipei, Taiwan  
2022.03 ~ Present

#### UX/UI

- Re-design website flow, wireframe, and prototype.
- Collaborated with Software Engineer to develop the product.

#### Graphic Design

- Design the print products for the boba tea shop: banners, posters, brochures ... etc.

### Digital Marketing Specialist

Accucrazy Co., Ltd.

Taipei, Taiwan  
2020.11 ~ 2021.04

- Customers include the Iconic American brand ARM & HAMMER baking soda, German e-sports products, turbo kits, women's apparel, snacks, etc.; the advertising distribution regions include Taiwan, the States, Thailand, and Indonesia.
- Conduct customer research, listen to their needs, discuss advertising forms and benefits with customers, and provide different solutions.
- Empathetic listening and providing detail-oriented solutions, improve customer satisfaction and help increase the willingness to continue collaboration in the future.

### Marketing Specialist

#### & Graphic Designer

Decathlon Taiwan

Tainan, Taiwan  
2019.04 ~ 2020.04

- During my tenure, footfall increased by 280%, TO increased by 110% and achieve a cost reduction of 12%.
- Understand market demand, conduct customer research, and be responsible for Tainan's online and offline marketing strategies and implementation.
- Listen to customers' needs, design activities to meet their needs, find problems in the process, verify them in real-time, and provide solutions.
- Connect the progress status with each department of the company, ensure the tasks are complete, achieve common goals, and train communication and coordination skills.
- Design projects including Taiwan Decathlon electronic invoice design and new store design in Yunlin.

## DESIGN PROJECT

### UX/UI Designer

2022

Q&A Website re-design for Vieweave

- Re-design website flow, wireframe, and prototype.
- Collaborated with Software Engineer to develop the product.

### UX/UI Designer & Researcher

2022

7-ELEVEN Simple Fit+ App

- Conducted user interviews, analyses, and discovery of pain points.
- Create solutions and build a hair salon app that matches the user's needs.

### Researcher & Copywriter

2018-2019

Aesthetic Light Wave

- Conducted interviews with various art teachers and discovered a common pain point in their art materials.
- Designed a set of basic visual design educational materials for third grade through sixth grade.
- Cooperated with seven elementary schools in southern Taiwan on the art course which was exhibited at the National Tainan Living Art Museum.

## SKILLS

Design thinking, Design Sprint, User Research, User interview, Survey and questionnaires, Persona, User journey map, Task flow, Wireframing, Prototyping, Usability Testing

**Tools:** Figma, Sketch, Photoshop, Illustrator, Indesign, Premiere

**Soft skills:** Leadership, Communicate Skill, Empathy

## EDUCATION

### UXY Boot camp, Remote

2021.10-2022.01

UX/UI Self Taught

### Tainan University of Technology

2014-2018

BA of Visual Communication Design