

Irene Lin

UX/UI Designer

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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