

# Yu-Ching Lin

UX / Product Designer

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## WORK EXPERIENCE

MAR 2019 - PRESENT

### UX/UI & Front-end Designer

*Ubiqconn Inc.* | Taipei, Taiwan

I mainly work on IoT cloud service, but I also design Android and Windows device interfaces as well. These projects involved working with stakeholders to create flow diagrams, wireframe, prototype, user-testing, and implement UI components into the Vue framework code (Vue, Vuetify, CSS).

MAY 2018 - JAN 2019

### UX/UI Designer & Front-end Developer

*1828 WLJ Tea Shop* | Taipei, Taiwan

Designed overall experience for both iOS and Android apps. I collaborate with people in different departments to conduct need-finding, create personas, journey maps, analyze pain points, wireframe, prototype. I also developed in-app web views for iOS and Android apps.

## 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

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
- Persona
- User Journey Map

### 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)

## INTERESTS

### Writing @Medium

<https://yuyuchinglin.medium.com/>

### Reading Books @Notion

<http://books.yuchinglin.com/>