

ViviLin

Passionate UX/product designer with 10 years of experience in solving complex problems through blending user research with business intelligence and cutting-edge technology

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Professional Experience

Knoetic – Senior Product Designer

NOVEMBER 2021- NOW, FULL-TIME

- Work with PMs to scope product functions & develop prototypes around customer needs.
- Lead user interviews and usability tests to generate actionable user synthesis reports.
- Design an interactive chart creator with clear data visualizations displaying data analysis.

CareAdvisors – Senior Product Designer/Product Owner

JULY 2020- NOVEMBER 2022, FULL-TIME

- Introduced the function of design into the organization as the first design hire by defining and leading the product design process, team, and strategy.
- Designed, launched, and scaled a hospital CRM tool for patient referrals with social services.
- Executed design from wireframing to UI crafting. Manage UX across products by creating a design system from scratch to ensure a consistent user experience.

The Office of Experience – Senior User Experience Architect

JULY 2019 - JUNE 2020, FULL-TIME

- Worked at UX consultant agency to help B2B enterprises improve experiences of digital transformation, lead generation, and accessibility.
- Lead UX audits and user research, converted insights into actionable recommendations from identifying clients' business opportunities to improving the product experience.

University of Chicago, Center of Translational Data Science – UX/UI Designer

FEB 2018 - JUNE 2019, FULL-TIME

- Lead qualitative research and UX/UI design for the NIH-sponsored projects to improve interoperability in healthcare.
- Explored and tested product ideas with new technologies (ML, blockchain) and designed achievable demos with devs in tight time-frames to acquire new clients.

Ulta Beauty – UX/Visual Designer

2017 - 2018, CONTRACT

- Designed user-centered experiences for web and APP with heavy use of data analytics. E-commerce sales significantly grew by 62.9% at the year.
- Iterated key pages of the Ulta app and helped maintain the design style guide.

Ogilvy & Mather – Senior Web Designer 2015 - 2016, FULL-TIME

Pumpkin Creative – Senior Creative Designer 2014 - 2015, FULL-TIME

Odoco Agency – Senior Web Designer 2013 - 2014, FULL-TIME

5406 – Creative Designer 2009 - 2011, FULL-TIME

Albert Len Design – Web Designer 2008 - 2009, FULL-TIME

Education

M.F.A. Graphic Design

University of Illinois at Chicago
2011 - 2013

B.S. Information Communication

Yuan Ze University, Taiwan
2004 - 2008

Certificates

Design Thinking for Product Management

University of Chicago
2019

Professional Business Writing Certificate

DePaul University
2020

Skills

- User interview, research artifact
- Stakeholder workshop
- Persona, user journey map, service blueprint
- Information architecture, user flow, wireframing, prototyping
- Web & App design
- Usability testing, A/B testing
- Atomic design system, style guide
- Scrum, Kanban

Tools

- Figma, Sketch, Axure, Invision
- Adobe Suite (PS, AI, XD, ID)
- Microsoft Office
- HTML5, CSS
- Basic Java, Python, Tableau