

Janice Lin 林雨蓁

Product Designer

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(+886) 937 920 870

www.yujhen-lin.com

EXPERIENCE

ASUS / AICS

Apr 2020 - Present

Product Designer

- **Versatile AI Product Design:** Designed AI application products across various domains, including e-commerce, factory safety, and healthcare. Additionally, created a medical HIS system with medical AI solutions that has been effectively deployed in a hospital, serving over 80 healthcare professionals and benefiting more than 10,000 patients.
- **Comprehensive Product Design Scope:** Completed diverse tasks, including scenario research, business strategy evaluation, feature planning, user workflow analysis, architectural design and UI design. Collaborated on maintaining design system, ensuring alignment with pertinent standards to uphold design output quality.
- **User Feedback and Data Analytics:** Proactively monitored user feedback and harnessed data tracking, driving product optimization efforts.
- **Internship Program and Mentorship:** Played a pivotal role in mentoring interns and junior designers, adjusting design direction, and elevating cross-team communication skills to nurture their professional growth.

Tencent / Qzone (QQ空間)

Apr 2018 - Apr 2020

Product Designer

- **Social Media Product Feature Design:** Designed a spectrum of features for social media platforms, encompassing user interfaces, interactive functionalities, and content-sharing tools, with a monthly user base exceeding 100 million. Ensured designs adhered to the latest user experience trends and design systems.
- **Product Experience Enhancement:** Perpetually evaluated user feedback and data to enhance the product experience. Conducted user journey analyzes to optimize user interactions and goal achievement.
- **Cross-Platform Feature Design:** Led the design of features spanning diverse platforms, including desktop apps, websites, mobile apps, and WeChat mini-programs, while maintaining uniform design styles and user experiences.
- **User Requirement Analysis:** Gained deep insights into user needs by conducting extensive research and analyzing user feedback. Crafted novel features to address these needs and user satisfaction.
- **Data Analysis and Testing:** Employed data analysis tools to meticulously track user behavior, identify usage patterns, and detect trends. Regularly executed A/B testing to fine-tune features and enhance user engagement.

Tencent / Kuaibao (天天快報)

Jul 2016 - Apr 2018

User Interactive Designer

- **Personalized Reading Recommendation Product Design:** Responsible for the interaction flow design and experience optimization of personalized reading recommendation products, including involvement in visual design and related tasks.
- **Significant Brand Revamp:** Led the pivotal redesign of the overall brand, overseeing critical feature design and restructuring of the interaction framework for the entire product, including upgrading the brand image to ensure alignment with brand consistency.

fontech 方客特

Jul 2015 - Jul 2016

User Interactive Designer

- Served as a Design Intern at a startup company with primary responsibilities encompassing project execution for mobile applications and websites.

SKILLS

Design

Product Strategy
Wireframing
Mockup
Rapid Prototyping
Visual Design
Interaction Design
Information Architecture
Data Visualization

Research

Persona
Storyboard
Usability Testing
Concept Validation
Contextual Inquiry
User Interview
Competitive Analysis
Journey Map
Story Map
Questionnaire
Workshop

Tools

Figma
Sketch
Flinto (Prototype Tool)
Adobe Creative Suite
Microsoft Office

EDUCATION

National Taiwan
University of Science
and Technology
Industrial Design

2012 - 2016

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EXPERIENCE

ASUS / AICS

Apr 2020 - Present

Product Designer

- 多領域AI應用產品設計**：負責設計多個不同領域的AI應用產品，包括電子商務、工廠安全和醫療領域。在醫療領域，還設計了醫療HIS系統，讓AI醫療產品更好融合，該系統已成功在一家醫院上線，超過80位醫療人員使用，已服務超過10,000名病患。
- 產品設計工作**：包括場景調研分析、業務策略分析、競品分析、功能規劃、制定方針目標、使用流程分析、架構設計和UI設計。同時，負責與其他設計師共同維護設計系統，確保設計符合相關規範，以確保設計輸出品質。
- 用戶回饋和數據分析**：積極關注用戶回饋並使用數據追蹤，進行使用者報告研究總結，與團隊內部進行分享，已用戶訪談超過20位用戶以及整理分享超過10份以上的報告。
- 實習生培養和初級設計師指導**：負責培養實習生，並提供對於初級設計師的指導和培訓，包括設計調整方向和跨團隊溝通技巧的提升，以輔助設計師的成長。

Tencent / Qzone (QQ空間)

Apr 2018 - Apr 2020

Product Designer

- 社交媒體產品功能設計**：設計和開發社交媒體平台的各種功能，包括用戶介面元素、互動特性、內容分享工具等。確保設計符合最新的用戶體驗趨勢和設計系統。每月有超過1億的用戶在使用此產品跟相關服務。
- 產品體驗優化**：持續分析用戶反饋和數據，並根據結果優化產品體驗。進行用戶旅程分析，以確保用戶能夠順暢地達到其目標。
- 跨平台功能設計**：負責跨不同平台（電腦軟體、網頁、App、小程序等）的功能設計，確保一致的設計風格和用戶體驗。
- 用戶需求分析**：通過研究和用戶反饋，深入理解不同用戶在產品上的需求。設計新功能，以滿足這些需求，提高用戶滿意度。
- 數據分析和試驗**：使用數據分析工具追蹤用戶行為，識別使用情況和趨勢。定期進行A/B測試，優化功能並提高用戶參與度。

Tencent / Kuaibao (天天快報)

Jul 2016 - Apr 2018

User Interactive Designer

- 個性化推薦閱讀產品設計**：負責個性化推薦閱讀產品的交互流程設計，以及體驗過程的優化。同時，參與視覺設計與針對數據提升的設計優化。
- 整體品牌改版**：經歷過重要的整體品牌改版，負責整個產品的重要功能設計以及交互結構的重塑。這包括品牌形象的升級，以確保與品牌一致性。

fontech 方客特

Jul 2015 - Jul 2016

User Interactive Designer

- 在新創公司擔任設計實習生，主要職責包括負責執行app和網頁專案，其中包括前期的用戶訪談討論、交互流程規劃、可互動原型製作、頁面視覺設計，以及後續與工程師合作，進行切圖和實現相關工作。

SKILLS

Design

Product Strategy
Wireframing
Mockup
Rapid Prototyping
Visual Design
Interaction Design
Information Architecture
Data Visualization

Research

Persona
Storyboard
Usability Testing
Concept Validation
Contextual Inquiry
User Interview
Competitive Analysis
Journey Map
Story Map
Questionnaire
Workshop

Tools

Figma
Sketch
Flinto (Prototype Tool)
Adobe Creative Suite
Microsoft Office

EDUCATION

臺灣科技大學

工業設計組

2012 - 2016