

# LIN, CHUN-CHUAN

8+ years of user-centred design experience across different platforms, like the web app, PC software, and iOS and Android app, for small startups to the world's biggest brands. Excellent knowledge of the Design Thinking design process with integrated problem-solving skills and clean design sensibilities.

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## Work Experience

### Y TREE Ltd

UI/UX Designer · London, UK · Jan 2018 - Present

- Led and designed user experience of the iOS app for UHNW and HNW clients to get financial advisory and web back office for the advisory, analysis, and ops team to use for client advice and asset management.
- The service we had provided increased our clients by 125% in a year with high client satisfaction and engagement. The back office system I designed helped the operations and the advisory team to increase their efficiency by reducing 45% of the time spent.
- Worked efficiently in a fast-paced Agile environment with 40+ remote developers and stakeholders from diverse backgrounds with excellent multitasking skills as the sole designer in the early-stage fintech startup, which closed £4m Series A and £11m Series B round.
- Built rapid prototypes and created videos to communicate concepts and conducted internal user testing.
- Created the design system, UI guidelines, presentation templates to meet brand identity and improve consistency of design language and save at least 50% of the time.

### Candyspace Media Ltd

Freelance UI Designer · London, UK · Nov 2017 - Dec 2017

- Created prototypes and videos of website interaction and transition for a world-class engineering company.

### Synology Inc

UI & UX Designer · Taipei, Taiwan · Sep 2015 - Sep 2017

- Directed ideation workshops, set standards for wireframes and user flows, created prototypes for user testing. Presented competitor analysis, usability research and design solutions to the executive team as an essential member of the newly-established UX team.
- Designed 15+ web & mobile apps, like Network Center, VPN Plus, DS router, DS photo, Presto and Moments running on a networking system and NAS system, which reached 4,748,500 downloads and served 100,000,000 users. Developed and maintained an evolving set of design patterns and style guidelines.
- Built and maintained strong relations with key stakeholders at all levels to drive satisfaction, brand recommendation and business targets.

### Acer Inc

Interaction Designer · New Taipei, Taiwan · Aug 2013 - Aug 2015

- Designed and maintained UI flows of BYOC apps, including abFiles (over 5,000,000 installs) and abDocs (over 1,000,000 installs), across multiple devices on iOS, Android and Windows.
- Created user scenarios, user flows, and high fidelity wireframes for mobile interaction design, such as Acer Camera, Acer Revo Suite, Acer Drive, Acer Care and Acer Extend.
- Mentored junior designers, gave suggestions, and shared the industry's latest trends and technologies.

### LCC Design Studio

Self-Employed Designer · Taiwan · Sep 2011 - Jul 2013

- Designed startups' web and mobile apps including strategies, interaction design and visual design and received high ratings on customer satisfaction surveys.
- Reviewed usability issues and optimised complex user flows as a UX consultant for startups.
- Developed websites including visual design and front-end programming.

## Education Background

### National Chiao Tung University

Master · Institute of Applied Arts · Hsinchu, Taiwan · Sep 2009 - Jun 2012

### Cologne University of Applied Sciences (Fachhochschule Köln)

Exchange Student · Köln International School of Design · Cologne, Germany · Sep 2011 - Feb 2012

### National Taiwan University of Science and Technology

Bachelor · Department of Industrial and Commercial Design · Taipei, Taiwan · Sep 2005 - Jun 2009

## Skills

### Visual Design

Sketch  
Figma  
Zeplin  
Adobe Photoshop  
Adobe Illustrator

### Wireframing

Visio  
Axure

### Prototyping & Motion Design

InVision  
Flinto  
Principle  
Adobe After Effect

### Programming

HTML  
CSS

### Research

Contextual Inquiry  
Cognitive Walkthrough  
Persona  
Customer Journey Mapping  
Affinity Diagram  
Heuristic Evaluation  
Usability Testing

### Ideation

Storyboard  
Brainstorming

## Languages

### Mandarin

Native

### English

Fluent (TOEIC 865/ IELTS 6.5)

### German

Elementary

### Japanese

Elementary

## Patents

File transmission method, file transmission apparatus and file transmission system  
(Patent No: US010102299B2)