

# Weichun Lin

Product Designer

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As a solution-driven product designer, I bring practical yet innovative solutions to complex, large-scale problem spaces in B2B SaaS contexts. I focus on system-level product design within global food and beverage supply chains—shaping how suppliers and customers interact and exchange information, navigating complexity, and creating meaningful impact for users.

## EXPERIENCES

### Product Designer | Agriplace

05.2023-Present (Amsterdam, The Netherlands)

- Driving and designing scalable supply chain update workflows that keep complex supply chain data up to date, reducing manual effort across users and suppliers.
- Evolved the supply chain data model to enable precise, product-level supply chain mapping, forming a reliable foundation for accurate data exchange, regulatory compliance, and traceability.
- Maintaining a deep understanding of real-world supply chain practices through customer conversations, behavioural data analysis, and hands-on work with customer materials, informing product decisions and iteration as requirements evolve.
- Embedding AI-powered prototyping into my workflow to deliver demo-ready prototypes that accelerate product alignment and support sales conversations.

### UX Design Intern | Philips - Mother & Child Care

03.2022-08.2022 (Amsterdam, The Netherlands)

- Explored and designed breast pumping, feeding, and product personalisation experiences, in collaboration with TU Delft, improving pumping journeys and supporting diverse needs beyond one-size-fits-all solutions.

### Product Designer | RUKI-Feminine Hygiene

09.2016-01.2018 (Taichung, Taiwan)

- Designed an end-to-end menstrual care experience, spanning a menstrual cup, a cleaning kit, and a mobile app. The work focused on providing users with a thoughtful alternative to traditional menstrual products—improving everyday usability while supporting greater body awareness through guidance, tracking, and knowledge sharing.

## EDUCATION

### Delft University of Technology

MSc. Design for Interaction  
2020-2022 (Netherlands)

### Tunghai University

B.Des. Industrial Design  
2013-2017 (Taiwan)

## SKILLS

### User Research

User Interview, Data tracking, Usability testing

### Design

User flow mapping, Wireframing, Prototyping, Interaction design, Design system, Visual design, Motion graphic design

### Tools

Figma(Design, Jam, Make), Adobe suite, Jira, Slack, Miro

## LANGUAGES

Mandarin - Native

English - Proficient

Dutch - A2