

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