

# Wei-Chun Lin

UX Designer

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As a solution-driven UX designer, I bring practical yet innovative designs to life that meet the needs of both users and stakeholders while prioritising a seamless and delightful user experience. I have a demonstrated ability to tackle real-world issues and deliver attractive outputs through digital products (mobile application, website) and interaction design, including projects in the healthcare sector, and have assisted companies in navigating complexities and creating meaningful impact.

## EXPERIENCE & PROJECT

### UX Design Graduation Intern | Philips

03.2022-08.2022 (Amsterdam, The Netherlands)

- Managed close relationships with user communities, and conducted in-depth interviews with 11 target users to gain insights for developing product personalisation strategies.
- Defined a design framework based on user insights and personalisation strategy review to identify design opportunities.
- Organised co-create workshops with designers and users to generate design concepts that meet their real needs.
- Developed interactive prototypes and conducted usability tests with users to validate the design results.
- Redesigned the website to create a personalised experience for users and remove friction when choosing Philip's product. Attempted to increase customer satisfaction and conversion rate.

### UX Designer/ Researcher | MSc Design for Interaction

03.2021-01.2022 (Delft, The Netherlands)

- Optimised the user interface of coffee machines with *Philips*. Utilized the company's existing technology to effectively communicate the value of consumables to motivate regular repurchasing and replacement.
- Assisted *CvTE* in analysing ineffective communication with local teachers and provided guidelines to improve current feedback channels.

### Project Designer | Kaogongji Design Studio

03.2018-07.2019 (Nantou, Taiwan)

- Responsible for developing projects from initial concepts to final results, including 7 spatial installations and 4 exhibitions.
- Organised and co-instructed 6 creative workshops for 50+ inexperienced students, held at museums, conferences and *Today at Apple*.

### Product Designer | RUKI-Feminine Hygiene

09.2016-01.2018 (Taichung, Taiwan)

- Initiated the project after preliminary studies of menstrual products and the Taiwanese market.
- Designed a menstrual cup that increased user acceptance, prototyping with 11 subjects, including novices and experienced users.
- Developed a mobile app with high-fidelity prototypes, enabling female users to log menstrual data, share experiences, and access tutorials.
- Managed social media community with over 1,500 followers and published 20+ posts regarding the products and menstrual information.

## EDUCATION

### Delft University of Technology

MSc. Design for Interaction

2020-2022 (Netherlands)

### Tunghai University

B.Des. Industrial Design

2013-2017 (Taiwan)

## SKILL & TOOL

### User Research

Interview, Survey, Card sorting, User journey map, Persona, Usability testing, Workshop facilitation

### UX/UI Design

Wireframing, User flow, Lo-fi/Hi-fi prototyping, Interaction design, Design system, Visual design

### Tools

Figma, Adobe suite, Protopie, Solidworks, Keyshots, Miro

## LANGUAGE

English - Proficient

Chinese - Native