

Wei-Chun Lin

UX/ Product Designer

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I am an empathetic UX/ Product designer who stands close to users, translates abstract needs into actionable insights, and develops practical yet innovative solutions, including digital, physical products, and interaction design. Driven by curiosity, I thrive in challenging unfamiliar topics and have tackled real-world issues, such as previous projects in menstruation and maternal health. Aiming to provide people with seamless and delightful user experiences that go unnoticed but greatly enhance their holistic satisfaction.

EXPERIENCE & PROJECT

UX Design Graduation Intern | Philips

03.2022-08.2022 (Amsterdam, The Netherlands)

- Defined design model based on literature reviews of personalisation strategies and breast pumping behaviour for early-stage development.
- Managed close relationships with local mother communities to explore intimate topic—breast pumping and conducted in-depth interviews with 11 moms to gain user insights for personalised pump development.
- Organised co-create workshops with female designers and users to generate design concepts that meet their real needs.
- Designed a website that guides inexperienced users to input personal data and needs to personalise the breast pump.
- Developed interactive prototypes and conducted usability tests with users to validate the design results.

UX Designer/ Researcher | MSc Design for Interaction

03.2021-01.2022 (Delft, The Netherlands)

- Optimized the user interface of coffee machines in a cost-effective manner in collaboration with *Philips* and leveraged the company's existing material technology to visualize the value of water filters.
- 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

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, User journey map, Persona, Usability testing, Workshop facilitation

UX/UI Design

Wireframing, Information architecture, Lo-fi/Hi-fi prototyping, Interaction design, Design system, Visual design

Tools

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

LANGUAGE

English - Proficient

Chinese - Native