


# Simon Lin

## UX / Product Designer

5 years of experience in digital product design (web & App), delivering a thoughtful end to end user experience.

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simonlin.design 

## Education

MING-CHUAN University, Taiwan

BA of Design, Commercial Design (2008-2012)

## Tool

### UI/Graphics

- Figma
- Sketch
- Illustrator
- Photoshop

### Prototyping

- Principle
- ProtoPie
- Figma
- HTML/CSS/JS

### Collaboration

- Figma
- JIRA
- Slack
- Google Docs

## Working Experience

Apr 2018 - Present

### UX Designer | Indeed

Dedicated to job seeker experience for Japan market. My focus areas covered job search, the application process, save job experience, and cross-platform (mobile web, app, desktop) experience.

July 2017 - Mar 2018

### Sr. UI/UX Designer | Odigo Travel

I was a sole UI/UX designer in the team. I was focusing on building a smooth experience across the Odigo website & App. My responsibility included identifying user problems, delivering design mockups, prototyping ideas, and building a design system.

July 2017 - Mar 2018

### Co-Founder & Product Designer | KAPI

I initiated this project with only one developer, then we grew the team to 5 members. I focused on the product roadmap, end to end UX and UI design, worked closely with engineers to build the best experience.

## Language

**Chinese (Mandarin)** - Native

**English** - Professional Working Proficiency

## Specialty

- UI/Visual Design (Web&App)
- Micro Interaction
- User Research / Usability Test
- Rapidly Prototyping
- Front-End Development  
(HTML, CSS/SASS, Basic Javascript)

## Personal Achievement

Lecturer | 2016

### Sketch/UI Online Course

This course has been launched for 3 years and it has 1000+ enrolled students. I taught fundamental UI knowledge and Sketch techniques in this course.

Founder & Curator | 2017-Present

### Medium Publication - AAPD

AAPD is an online publication that collects high-quality design content. We share various inspirations of design to help designers grow faster.

<https://medium.com/as-a-product-designer>

Speaker | 2017-Present

### Design Meetups in Taiwan

Given talks for various design communities in Taiwan. The sharing topics covered my personal experience, self-taught approaches, daily workflow, practical UX case study, and collaboration with cross-functional teams.