EMILY LIN (PEI-WUN)

Portfolio | linpeiwun@gmail.com

Designer with 4 years of experience designing B2B SaaS products. Experienced in end-to-end product design, from research and problem definition to UX strategy, interaction design, prototyping, and delivery. Strong at bridging user needs, business goals, and technical constraints to turn complex problems into clear, scalable experiences.

EXPERIENCE

Product Designer
MIRA (Aug 2025 - Present)

Senior designer and product owner for MIRA, an **AI-powered timekeeping SaaS product** for law firms, owning product design from discovery and requirements through delivery and iteration.

- **Owned product scope and prioritisation**, translating business and user needs into product requirements and development plans, and aligning product and engineering around high-value features.
- **Prototyped and validated concepts early**, using AI tools to accelerate exploration, iteration, and alignment with product and engineering.
- **Improved the design and QA workflow through AI-assisted tools and product data**, identifying UI issues and optimisation opportunities to inform iterative product improvements.
- **Led the redesign of the responsive website based on UX research and competitor analysis**, reducing bounce rate by **13%**, exit rate by **7%**, and increasing average pages per session by **5%**.

UX Designer
Sky Sports + Loughborough University (Mar 2024 - May 2024)

Delivered and presented a design proposal to expand **Sky Sports**' fan communities as part of a Master's industry project.

- Worked in a multi-disciplinary **lean UX** team and engaged with stakeholders to align solutions with business goals.
- Facilitated ideation workshops, led UI design and iterated based on client feedback, usability testing, and data analysis.
- Applied **WCAG accessibility** standards to provide an inclusive experience for all users.

UI/UX Designer
MATTEROOM (Aug 2021 - Aug 2023, Nov 2023- Jan 2024)

I designed **4 cross-platform LegalTech** and **FinTech B2B SaaS** software used by leading Legal100 law firms worldwide. Thriving in an agile, fast-paced development environment, I:

- Achieved a **50% bounce rate reduction** on the official website through redesign and **increased 3% of new visitors**.
- Owned **end-to-end design** to launch products and successfully **reduced client operation costs by 30%**.
- Developed scalable **design systems** for UI consistency and streamlined workflows, **reducing development time by 60%**.
- Delivered and refined **UX artefacts** (user journeys, user flows, UX architecture, wireframes, UI visuals, prototypes) for responsive web and mobile apps, shaping **20+ major releases** and **improving CSAT scores**.

Product Designer & Project Manager
Joyplux Technologies (Aug 2020 - Aug 2021)

Managed and designed B2B2C self-ordering kiosk and customised digital solutions, overseeing 7 projects, and:

- Conducted **qualitative and quantitative user research** and analysed feedback to inform design and business decisions.
- Implemented A/B testing and user interviews to address **usability** problems, advocating **data-driven design**.

PROJECT

Nitpicker - Chrome Extension for Visual Design QA (Aug 2026)

Designed and vibe coded a Chrome extension that automates visual UI QA, turning a repetitive manual workflow identified in my product work into a reusable design tool.

EDUCATION

User Experience Design, MSc
Loughborough University (2023 - 2024)

Foreign Languages and Literatures, BA
Communication and Technology, Cross-Disciplinary Speciality
National Chiao Tung University (2016 - 2020)

OTHERS

- Tools: Figma, Figma Make, ProtoPie, Framer, Claude Code, Claude, ChatGPT, GitHub Copilot, Jira, Miro, Google Analytics, Hotjar, WAVE
- Skills: Accessibility (WCAG), Design System, Information Architecture, Interaction Design, Wireframing, Prototyping, Usability Testing, User Research, Data Analysis, Agile, HTML/CSS