

EMILY LIN (PEI-WUN)

[LinkedIn](#) | [Email](#) | [Portfolio](#) | +44 7442 460 923 | Based in Loughborough, UK (Open to relocation)

I have 3+ years of experience in user-centric design. Highly skilled in problem-solving and goal alignment, I excel at conducting comprehensive UX research and translating complex concepts into simple designs that align with user and business needs.

EXPERIENCE

UI/UX Designer

[Matterling](#) | Contract (Nov 2023 - Dec 2023)

- Engaged with stakeholders to understand business needs and objectives.
- Worked in a multi-disciplinary team including developers, the marketing team, and product managers in a fast-paced, agile environment to launch a new website within the deadline and successfully attract new users.
- Planned and built a responsive website containing 6 pages and in 2 languages.
- Created components and established a UI kit that adheres to brand guidelines, ensuring consistency for future updates.

UI / UX Designer

[Matteroom](#) (Aug 2021 - Aug 2023)

I took ownership of the design of 3 cross-platform (web, app) LegalTech B2B SaaS software adopted among leading Legal100 law firms worldwide. Following the agile development process, I:

- Achieved a 50% bounce rate reduction on the official website through redesign and increased 3% new visitors.
- Led end-to-end design to launch products and successfully reduced client operation costs by 30%.
- Developed design systems to ensure consistency and streamline project workflows, reducing development time by 60%.
- Crafted bilingual UX writing for diverse user segments and enabled market expansion.
- Dealt with complex problems and worked closely with cross-functional teams to deliver exceptional functionality.
- Delivered UX artefacts (user flows, information architecture, wireframes, hi-fi visuals, prototypes, and design specs) across the business, shaping 20+ major releases and improving CSAT scores.

Product Designer & Project Manager

[Joylux Technologies](#) (Aug 2020 - Aug 2021)

As a project manager and the designer of the self-ordering kiosks and customised system, I balanced the 2 roles successfully and:

- Conducted qualitative and quantitative research and engaged with stakeholders to identify customer needs and preferences and gather insights that advise design and business decisions.
- Supported senior management to define a product strategy that aligned with business objectives.
- Implemented user testing protocol across the team, advocating data-driven design and delivering design suggestions.

Project Management Intern

[Eastern Online](#) (Jul 2019 - Aug 2019)

As an intern in a digital agency specialising in market research, innovative strategy, and design, I:

- Conducted desk research and provided insights to clients and stakeholders to inform brand positioning strategy.
 - Translated and visualised business insights into infographics to increase brand exposure on social media.
 - Led co-design workshops to brainstorm ideas for the branding and logo design of a new product.
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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)

TOOLS

Figma, Figjam, Protopie, Adobe Creative Suite (Photoshop, Illustrator), Microsoft 365, Jira, Asana, Miro, Google Analysis, SPSS

SKILLS

Accessibility, Design System, Information Architecture, Interaction Design, RWD, Usability, UX Writing, Wireframing, Prototyping, A/B Testing, Data Analysis, User Interview, User Testing, UX Competitor Analysis, Workshops, Agile Working, Basic HTML & CSS