

# EMILY LIN (PEI-WUN)

[LinkedIn](#) | [Email](#) | [Portfolio](#) (Password: 'sb2024') | +44 7442 460 923 | Based in Loughborough, UK (Open to relocation)

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

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## 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 an **accessible 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** LegalTech and FinTech **B2B SaaS** software adopted among leading Legal100 law firms worldwide. Using the Agile software and product development methodologies, 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 scalable **design systems** and streamlined 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 and refined **UX artefacts** (user flows, information architecture, wireframes, hi-fi visuals, prototypes, and design specs) for web and mobile app platforms, shaping **20+ major releases** and **improving CSAT scores**.

### Product Designer & Project Manager

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

As a project manager and designer of B2B2C self-ordering kiosks and customised system, I balanced the 2 roles successfully and:

- Conducted **qualitative and quantitative user research** and analysed feedback to identify customer needs and preferences and gather **insights** that advise design and business decisions.
- **Managed 7 projects**, coordinating with customers and cross-functional teams to deliver software and hardware solutions.
- Supported senior management in shaping product roadmaps that aligned with **business objectives**.
- Implemented **user testing** protocol to address **usability** problems, advocating **data-driven design**.

### 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), Hotjar, Microsoft 365, Jira, Asana, Miro, Google Analysis

## SKILLS

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