UI / UX Designer



PO-HUNG LIN

PROFILE

Hello, I am dedicated to creating compelling visual content and engaging interactive experiences. I thrive on applying design thinking to tackle complex problems in creative ways, and adding extra values to products, services and organizations through a human-centered design approach.



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https://ohbox.github.io/



Jul.2022 - Present | Resume Genius

development efficiency.

SENIOR UI / UX DESIGNER Full-time

EXPERIENCE

design solution.

Dec.2022 - Nov.2024 | Plural

UI / UX DESIGNER Freelance

May.2020 - Jun.2022 | YOTTA

SOLE UI / UX DESIGNER Full-time

Taiwan, New Taipei City

Independently build and maintain the company-wide Design System, ensuring

Review current interfaces to identify pain points and usability challenges.

shared hands-on knowledge-sharing sessions to the design teammates.

Cross-national team development, co-working with developers in India.

Apply Al-driven analytics to identify usability issues and validate design

Keep up-to-date with the latest design trends, tools, and best practices, and

Continuously refine and evolve designs to identify pain points and challenges. Implement solutions aimed at enhancing usability and engagement by 24%.

Balance business goals, technical constraints, and user experience in every

 Performed a thorough competitive analysis to identify strengths and weaknesses. Organized sitemap, page-level architecture, customer journey and user flows.

blog-style content editor to streamline workflows and improve usability.

 Collaborated closely with front-end and back-end developers effectively. · Created feature-driven interfaces aligned with new product functionality.

• Coordinated with marketing and cross-functional stakeholders efficiently.

Continuously evaluate and refine current UI for better usability results.

Crafted mascot and extend it into a cohesive brand visual series.

Leveraged Google Analytics to optimize UI/UX performance.

• Delivered tailored UI/UX solutions for sub-brand initiatives.

Oversaw and uphold a systematic organization of design files.

Mapped user flows and identify user needs more clearly.

Designed wireframes and mockups for backend systems, user dashboards, and a

• Crafted consistent design systems (colors, typography, spacing, etc.) from scratch.

Delivered UX insights and proposed UI solutions from a consulting perspective

Enhanced user experience with micro-interactions and animated SVGs smoothly.

· Benchmark design patterns by analyzing competing products.

Build interactive mockups to simulate real product behavior.

Prepare developer-friendly specs with clear annotations.

hypotheses, and conduct comprehensive UX analysis.

consistency, scalability, and reusable components, while significantly boosting

EDUCATION

2019 Master of Interaction Design Monash University. 2018

Melbourne VIC, Australia

2017 Graduate certificate of Design 2017 University of New South Wales. Sydney NSW, Australia

2013 • Bachelor of Bio mechanical engineering National Chung Hsing University.

2009 • Taichung, Taiwan

SKILLSETS

Coding Html/CSS











LANGUAGE

Mandarin: Native

English: Advanced

STRENGTHS

Responsibility

Self-taught



Problem-Solving

Flexibility



Collaboration

Time-management

TOOLS





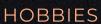
















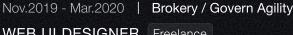












WEB UI DESIGNER Freelance

- Created UI elements, animated image, and design user flow.
- Worked on web design project by Webflow.

Oct.2018 - Jul.2019 | Concept projects / School projects

- Graduate project [APP UI / UX Design] / Urban screen group project
- UI daily challenge