

# 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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Taiwan, New Taipei City

## EDUCATION

- 2019 **Master of Interaction Design**  
Monash University.  
Melbourne VIC, Australia
- 2017 **Graduate certificate of Design**  
University of New South Wales.  
Sydney NSW, Australia
- 2013 **Bachelor of Bio mechanical engineering**  
National Chung Hsing University.  
Taichung, Taiwan

## SKILLSETS

## LANGUAGE

Mandarin : Native

English : Advanced

## STRENGTHS

## TOOLS



## HOBBIES



## EXPERIENCE

Jul.2022 - Apr.2026 | Resume Genius

**SENIOR UI / UX DESIGNER** Full-time

- Independently build and maintain the company-wide Design System, ensuring consistency, scalability, and reusable components, while significantly boosting development efficiency.
- Benchmark design patterns by analyzing competing products.
- Review current interfaces to identify pain points and usability challenges.
- Keep up-to-date with the latest design trends, tools, and best practices, and shared hands-on knowledge-sharing sessions to the design teammates.
- Build interactive mockups to simulate real product behavior.
- Continuously refine and evolve designs to identify pain points and challenges. Implement solutions aimed at enhancing usability and engagement by 24%.
- Prepare developer-friendly specs with clear annotations.
- Cross-national team development, co-working with developers in India.
- Balance business goals, technical constraints, and user experience in every design solution.
- Apply AI-driven analytics to identify usability issues and validate design hypotheses, and conduct comprehensive UX analysis.

Dec.2022 - Nov.2024 | Plural

**UI / UX DESIGNER** Freelance

- Performed a thorough competitive analysis to identify strengths and weaknesses.
- Organized sitemap, page-level architecture, customer journey and user flows.
- Designed wireframes and mockups for backend systems, user dashboards, and a blog-style content editor to streamline workflows and improve usability.
- Crafted consistent design systems (colors, typography, spacing, etc.) from scratch.
- Delivered UX insights and proposed UI solutions from a consulting perspective
- Oversaw and uphold a systematic organization of design files.

May.2020 - Jun.2022 | YOTTA

**SOLE UI / UX DESIGNER** Full-time

- Mapped user flows and identify user needs more clearly.
- Collaborated closely with front-end and back-end developers effectively.
- Created feature-driven interfaces aligned with new product functionality.
- Crafted mascot and extend it into a cohesive brand visual series.
- Enhanced user experience with micro-interactions and animated SVGs smoothly.
- Leveraged Google Analytics to optimize UI/UX performance.
- Coordinated with marketing and cross-functional stakeholders efficiently.
- Continuously evaluate and refine current UI for better usability results.
- Delivered tailored UI/UX solutions for sub-brand initiatives.

Nov.2019 - Mar.2020 | Brokery / Govern Agility

**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