

UI / UX Designer



PO-HUNG LIN

Professional Summary

Product / UIUX Designer with 6+ years of experience in responsive web design, design systems, and conversion-focused user experiences across career-tech, e-learning, and SaaS-style platforms. Skilled in end-to-end design from research, user flows, wireframes, UI, prototyping, to developer handoff, with strong collaboration across PM, engineering, SEO, and marketing teams.

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EDUCATION

Master of Interaction Design

Monash University.
Melbourne VIC, Australia

Graduate Certificate of Design

University of New South Wales.
Sydney NSW, Australia

Bachelor of Biomechanical Engineering

National Chung Hsing University.
Taichung, Taiwan

SKILLSETS

PRODUCT DESIGN

UI/UX Interaction Design RWD Design Systems Prototyping

UX STRATEGY

User Flows Information Architecture Competitive Analysis

UX Audit Journey Mapping AI-driven Analysis

EXECUTION

Wireframing High-fidelity UI Developer Handoff

Micro-interactions HTML/CSS Basic JavaScript

TOOLS

Figma Jitter Webflow Google Analytics Microsoft Clarity

Mobbin Svgator Codex Claude ChatGPT Gemini

Antigravity NotebookLM Uizard Higgsfield Stitch

LANGUAGE

Mandarin : Native

English : Advanced

STRENGTHS

- ✓ Adaptability
- ✓ Ownership
- ✓ Collaboration
- ✓ Self-Learning
- ✓ Critical Thinking
- ✓ Problem-Solving

SELECTED PROJECTS

Resume Genius Design System

Scalable components, responsive patterns, and guidelines

Template Section Redesign

Visual hierarchy, responsive interactions, and progressive disclosure.

Mobile Navigation Optimization

User behavior, UX approach, interaction refinement, and usability testing.

WORK EXPERIENCE

Resume Genius · Senior UI/UX Designer Full-time

Jul.2022 - Apr.2026

- Owned and maintained the company-wide design system, defining reusable components, UI patterns, responsive guidelines, and developer-ready specifications to improve consistency and implementation efficiency.
- Redesigned high-traffic product and marketing experiences, including navigation, template cards, upload flows, and resume-related landing pages, balancing conversion goals, usability, SEO needs, and technical constraints.
- Improved usability and engagement by 24% through iterative UX reviews, interface refinement, and data-informed design decisions.
- Built interactive prototypes and mockups to simulate real product behavior, helping PMs, engineers, and stakeholders align on interaction details before development.
- Collaborated with cross-functional teams across design, engineering, SEO, and marketing, including remote engineering teams in India, to deliver scalable web experiences.
- Applied AI-assisted analytics and UX analysis to identify usability issues, validate design hypotheses, and support product optimization.

Plural · UI/UX Consultant Freelance

Dec.2022 - Nov.2024

- Delivered UX consulting and product design support, including competitive analysis, sitemap planning, page-level architecture, customer journeys, and user flows.
- Designed wireframes and high-fidelity mockups for backend systems, user dashboards, and a blog-style content editor to improve workflow clarity and usability.
- Created a visual design foundation from scratch, including color, typography, spacing, layout rules, and reusable UI patterns.
- Organized Figma files and design documentation to support clearer collaboration and future product scalability.

YOTTA · Sole UI / UX Designer Full-time

May.2020 - Jun.2022

- Served as the sole UI/UX designer, owning end-to-end design across user research, user flows, wireframes, UI design, prototyping, and developer handoff.
- Designed feature-driven interfaces for student, teacher, course, checkout, and campaign-related experiences, aligning product functionality with user needs.
- Improved user flows and content hierarchy across course browsing and purchase-related experiences, using Google Analytics and stakeholder feedback to guide UI/UX refinements.
- Created micro-interactions and animated SVGs to enhance user engagement.
- Collaborated closely with front-end, back-end, marketing, and cross-functional stakeholders to deliver product features and sub-brand initiatives.
- Extended mascot and visual assets into a cohesive brand series used across product and marketing touchpoints.

Brokery / Govern Agility · Web UI Designer Freelance

Nov.2019 - Mar.2020

- Designed UI elements, animated visuals, and user flows for Webflow-based web projects.