Ming Hui (Sabrina) Lin

A Product Designer with 4+ years of experience, specializing in simplifying complex challenges using innovative yet simple and effective solutions

EXPERIENCE

Product Design Lead | fiisual
AUG 2023 – PRESENT · REMOTE

- Directed the 0-1 design process of an AI-powered financial chatbot for both web and mobile, resulting in a product that revolutionized the way users interact with financial services, increasing user engagement by **50%**.
- Collaborated with Engineer and Management teams to strategize phased product roadmaps, shortened development time by **40%** through requirement sessions, and transformed conceptual ideas into design solutions.

UX Designer | Moonraft, A UST Company
NOV 2021 – AUG 2023 · SANTA CLARA, US (REMOTE)

Blue Card Blue Shield Association / Blue Card Portal Integration

- Led an end-to-end portal integration for healthcare, gathering **65+** demands and prioritizing **15** stakeholder requirements for the MVP through design workshops.
- Revamped the complex admin portal navigation, resulting in an **84%** reduction in the frequency of misdirected users and a **95%** user satisfaction rate, achieved through adopting insights from user interviews and usability testing.
- Led weekly Agile cross-functional reviews, boosting stakeholder satisfaction by **30%** and expediting decisions through effective communication and presentations of design concepts, research, and UX rationale.
- Directed the development and maintenance of design systems, leading to a **75%** faster design process by ensuring the consistent utilization of UI components, icons, and colors, while enhancing documentation for developer handovers.

Intel / Usability Study in Software Management Pipeline Tools

- Identified **50+** usability issues through quantitative research and heuristic evaluation, delivering actionable insights to enhance two enterprise products.
- Conducted rapid testing and iteration on complex interactions to streamline software management workflows, leading to a **65%** increase in tool usage.

Product Designer | The House Club
AUG 2020 – DEC 2020 · SANTA CLARA, US (REMOTE)

- Redesigned a real estate web app (Android and IOS), optimizing onboarding and UI, and reducing bounce rates by **23%** through user insights and A/B testing.
- Enhanced product quality and user experience, resulting in a **30%** decrease in reported bugs, through collaboration with QA teams to address usability issues.

Interaction Designer | Designworks, A BMW Group Company
FEB 2020 – JUL 2020 · THOUSAND OAKS, CA · INTERNSHIP

- Conceptualized and mocked **6** innovative ideas to push the boundaries in the next generation of electric vehicles and entertainment industry.

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EDUCATION

MFA
Visual Communication Design
Rochester Institute of Technology
2018 –2021 · ROCHESTER, NY

BA
Public Relations and Advertising
Shih Hsin University
2012 – 2016 · TAIPEI, TAIWAN

SKILLS

User Research
Personas
Workshop Facilitation
User Journey Mapping
Information Architecture
Wireframing
Prototyping
Usability Testing
Iterative Design
Visual Design
Design Thinking
Design System
Project Management
Stakeholder Management
Agile Methodology
Design Sprints

TOOLS

Design
Adobe Creative Suite

Prototype
Figma, Sketch, Principle, InVision

Development
HTML, CSS, p5.js

Project Management
Jira, Asana, Notion

LANGUAGES

English
Mandarin
Japanese (Basic)