

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 Product 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 Internal Portal Integration

- Led an end-to-end portal dashboard 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 data-driven insights from user interviews and usability testing.
- Led cross-functional design activities and weekly reviews, boosting stakeholder satisfaction by **30%** and expediting decisions through effective communication and presentations of design concepts, research insights, 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 internal 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.

www.linminghui.com

sabrinandesign@gmail.com

585-485-3064 | Santa Clara, CA

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

User Flow

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

Accessibility

TOOLS

Design

Photoshop, Illustrator, After Effects

Prototype

Figma, Sketch, Principle, InVision

Development

HTML, CSS, p5.js

Project Management

Jira, Asana, Notion