Product Designer

Meg Lin (WENLING LIN)

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With 4+ years of experience and 9+ years working across diverse design disciplines. Experienced in startups at various stages and across industries including influencer marketing, climate tech, education, and fintech. Designs products that strengthen user connections and generate positive social impact. Strong background in user research, visual design, systems thinking, foresight, and design strategy, with experience leading end-to-end design projects.

Work Experience

Teaching Assistant at OCAD University
Toronto, Canada | Sep 2025 - Dec 2025
- Delivered organized and engaging tutorials for the Science of Colour course.
- Enhanced students' formatting skills and critical thinking abilities.

Process Illustrator at SISPO
Toronto, Canada | May 2025 - Aug 2025
- SISPO is an OCAD University unit focused on student- and faculty-facing systems automation and improvement.
- Simplified complex information and streamlined administrative processes.

Product Designer at Partipost
Singapore | Oct 2021 - July 2024
- Partipost is the top influencer marketing agency in Southeast Asia, with 1.5M+ customers and 250+ employees.
- Researched and Designed B2B features, such as campaign and account management, and B2C features, including task tracking and user-facing financial functionalities.
- Led the design of a new self-serve system, improving operational productivity within 3 months.
- Assisted in redesigning the web and mobile design systems, improving consistency, scalability, and designer–engineer collaboration across multiple product teams.

UX/UI Designer at Melio
USA | Mar 2021 - July 2021
- Melio is an early-stage startup focused on making climate-friendly decisions easier for online consumers.
- Designed 0-to-1 product experiences as a solo designer, establishing visual guidelines and foundational design patterns from scratch in an agile environment.
- Translated complex climate-related data into visually appealing, easy-to-understand information for users.
- Collaborated closely with product and engineering teams to define problems and iterate on design solutions.

Graphic Designer at ShopBack
Taipei, Taiwan | Jun 2018 - July 2019
- Designed visually compelling digital advertisements for major collaborations and internal events, serving clients such as Apple, Booking.com, Agoda, and others.

Education

MDes, Strategic Foresight and Innovation
September 2024 - Present
OCAD University

BS, Graphic Communication and Digital Publishing
September 2011 - June 2015
Shih Hsin University

Skills

UX Research (User Research), User Interface, UI Design, Usability Testing, Design Thinking, Design System, Visual Design, System Thinking, Design Strategy, Foresight, Human Centered, Survey, Cross-functional collaboration, Workshop, Roadmap, AB Testing, Accessibility, Inclusive Design, Problem Solving, Problem Framing, Quality Assurance, Figma, Adobe, Miro, Interaction Design, Product Strategy, SaaS, Communication, Remote, Hybrid, Storytelling