

# Meg Lin (WENLING LIN)

Toronto, Ontario | [www.meglin.me](http://www.meglin.me) | [meglin.ixd@gmail.com](mailto:meglin.ixd@gmail.com) | [LinkedIn](#)

With 4+ years of UX/UI design experience and 9+ years working across diverse design disciplines. Experienced in startups at various stages and across industries including influencer marketing, climate tech, education. 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 160 students in the Science of Colour course.

**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

- Designed B2B and B2C product experiences for a top SEA influencer marketing platform serving 1.5M+ users and 4,000+ brand clients, balancing user needs, scalability, and business goals.
- Led the design of a self-serve onboarding system, reducing registrations requiring operational assistance from 30% to 10% within 3 months.
- Redesigned the engineering handoff process, cutting back-and-forth communication time by 50% and accelerating design-to-development cycles.
- Co-built a design system with engineers, including a Storybook component library that enabled 80%+ component reuse and reduced interaction alignment time by 70%.
- Contributed to product strategy by leading discovery workshops and ideation sessions with PMs and engineers to align on user needs and business priorities.

**UX/UI Designer at Melio** | Taipei, Taiwan | 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

**Tools:** Figma, Figjam, Adobe CC, Miro, Github, AI Tools (Claude, Figma make)

**Skills:** Design Thinking, System Thinking, Design Strategy, Foresight, Human Centred, Prototyping, Wireframing, Design System, User Research, Visual Design, Accessibility, Inclusive Design, Facilitating Workshop, Storytelling