

MEG LIN

Product Designer | meglin.me | meglin.ixd@gmail.com | linkedin.com/in/meglindesign | No visa sponsorship required

PERSONAL SUMMARY

Product Designer with 4+ years of UX/UI experience and 9+ years across design disciplines, designing B2B and B2C digital products across SaaS, climate tech and emerging technology. Experienced in end-to-end product discovery, complex workflow design, user research, usability testing and scalable design systems, with demonstrated impact including reducing operational support cases from 30% to 10% and operational effort by 67%. An adaptive problem solver who combines human-centred design, systems thinking and strong visual craft with cross-functional collaboration to translate ambiguous client and business problems into clean, modern digital experiences.

KEY SKILLS & QUALIFICATIONS

- **Problem Definition & Research:** User Research · User Interviews · Usability Testing · A/B Testing · Human-Centred Design
- **Product Design & Prototyping:** End-to-End Product Design · B2B/B2C Product Design · UX/UI Design · Interaction Design · Wireframing · Prototyping · Information Architecture · User Flows
- **Design Systems & Visual Craft:** Inclusive Design Systems · Accessibility / WCAG · Clean, Modern UI · Design Storytelling
- **Strategy & Collaboration:** Systems Thinking · Design Strategy · Strategic Foresight · Cross-Functional Workshops · Stakeholder Alignment · Product-Engineering Collaboration
- **Tools:** Figma · FigJam · Miro · Storybook · Sketch · Adobe Creative Cloud · GitHub · Claude · Figma Make
- **Languages:** English · Mandarin

WORK & LEADERSHIP EXPERIENCE

Process Illustrator, SISPO *May 2025 – Aug 2025, Toronto, Canada*

- Audited student- and faculty-facing **administrative workflows**, identifying content confusion, unnecessary friction and opportunities to simplify complex processes.
- Streamlined **entry points and navigation paths** to improve clarity and usability across administrative experiences.

Product Designer, Partipost *Oct 2021 – July 2024, Singapore*

- Conducted **user interviews, usability testing and A/B testing** to validate design decisions and influence engineering direction; 89% of customers preferred the redesigned experience, which **reduced operational effort by 67%**.
- Led discovery and redesign of a self-service content review workflow, reducing operational support cases from 30% to 10% within three months while increasing user engagement and reaching **89% customer satisfaction**.
- Designed end-to-end **B2B and B2C product experiences** for a leading Southeast Asian influencer marketing platform serving 1.5M+ users and **4,000+ brand clients**, balancing user needs, business priorities and technical scalability. Key brands served include **Coca-Cola, McDonald's, and Jollibee**.
- Redesigned complex campaign-building and influencer-review workflows, simplifying information and enabling brand clients and internal teams to make faster, more informed campaign decisions.
- Co-built a scalable design system and Storybook component library with Engineering, achieving 80%+ component reuse and reducing cross-team alignment time by 20%, while introducing **WCAG-aligned accessibility standards and tooling**.
- Facilitated cross-functional discovery and ideation workshops with Product Managers and Engineers, translating user insights and business priorities into product decisions and representing design thinking to stakeholders.
- Improved the design-to-development handoff using service design principles, reducing back-and-forth communication by 50% and accelerating delivery cycles.

UX/UI Designer, Melio (early-stage climate-tech startup) *Mar 2021 – July 2021, Taipei, Taiwan*

- Led **0-to-1 product design as the sole designer** for an early-stage climate-tech startup, shaping the product experience from concept to validation, including defining user requirements and presenting design direction directly to founders.
- Translated complex climate and sustainability data into **intuitive product experiences**, designing a multi-criteria rating system to help users make more informed decisions.
- Established foundational **visual guidelines and reusable design patterns**, balancing information depth, usability and cognitive load to create a consistent, scalable experience.
- Applied **human-centred design and A/B testing** to validate assumptions, iterate design decisions and improve the overall user experience.

Graphic Designer, ShopBack *Jun 2018 – July 2019, Taipei, Taiwan*

- Designed digital marketing and promotional assets for major global brand clients including **Apple, Booking.com and Agoda**, translating brand requirements into polished visual experiences across digital touchpoints.

SELECTED PRODUCT & RESEARCH PROJECTS

- **AI Experience Design & Strategic Foresight, OCAD University:** Developed a research-backed framework for designing AI experiences that Gen Z users trust, validated by 70% of research participants; applied strategic foresight and systems thinking to translate emerging social challenges into design opportunities. Research featured in a TEDx talk.
- **Designer–Engineer Accessibility Tool (side project, 2026):** Developed a concept to improve designer–engineer communication, applying WCAG principles to align design specifications with accessibility requirements.
- **Restaurant Service & Operations App (side project, 2026):** Designing a product concept connecting restaurant service/order monitoring with kitchen operations, focused on simplifying operational visibility.

EDUCATION

- OCAD University, Canada: MDes, **Strategic Foresight and Innovation**, *Sep 2024 – Jun 2026*
- Shih Hsin University, Taiwan: BS, **Graphic Communication and Digital Publishing**, *Sep 2011 – Jun 2015*