



Emery Lin

[www.emerylin.com](http://www.emerylin.com)

## UX Designer

**CRM - JINGdigital** : 2021.02 ~ 2021.06, Shanghai ( 4 ms )

- Interview users to gather actual needs from user story.
- Verify or test design solutions by prototyping.
- Follow up user feedbacks and data to analyze UX problems.

**CMS - Strikingly/SXL** : 2020.06 ~ 2020.08, Shanghai ( 3 ms )

- Work at fast-paced agile team.
- Write English PRD, describe background, user feedbacks, scope, research result, design solution and UI SPEC.

**CDP - Zhuge'io** : 2017.01 ~ 2020.02, Beijing ( 3 ys )

- Define user needs from user story and scenarios. Verify ideas based on user mental to get the best solution.
- Build and manage design system.
- Focus on data and user feedbacks to analyze ux problems.
- Control design progress to push team collaboration.

## UI Designer

**OTA - YLLY** : 2015.04 ~ 2016.08, Beijing ( 1 y 4 ms )

**Design Consulting** : 2014.09 ~ 2015.04, Beijing ( 7 ms )

- Work with agile develop team.
- Handle visual of product (to B&C). Manage visual guideline.

## Staff of Public Company

2008 ~ 2012, Dalian ( 4 ys ) / 2013 ~ 2014, Beijing ( 1 y )

- Former assessor at Rong360, conduct assessment of credit institutions and officers by collecting relevant data.
- Former Japanese keyboard operator at Chinasoft International, input and proofread information rapidly.
- Former customer service at Bank of Dalian Call Center, understand customer and solve bank account problems.

## Specialties

### Product

Projects Plan, Competitors Analysis, Marketing Research, Requirements Definition, Data Analysis, Risk Evaluation, PRD

### Design

User Research, UI / UX, 3D, Usability Test, Design Sprint, Design Thinking, Video Editing

### Tech

HTML&CSS, SQL, Python, ...

### Language

Mandarin, English, Japanese ...

### Certificate

BDA - Junior Data Analyst

IDF - HCI

## Educations

### Bachelor (Self-study in progress)

BFSU - English

### Diploma (2011)

OUC - Business Administration

### Others

Coursera, CodeSchool, IDF, Treehouse, NN/g, IDEO, Frontend Masters