Yonglin(Charlotte) Tang

UI/UX Designer (Web & Product)

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PROFILE

UI/UX Designer focused on improving clarity, usability, and user action in real-world web products. Experienced in translating user needs and business goals into structured, conversion-oriented experiences. Strong in end-to-end delivery, from UX research and information architecture to SEO-ready builds and light front-end logic.

SKILLS

Strategy
- User Research
- Information Architecture
- User Flows
- Problem Framing
- UX Decision-making

Design
- Web & Product UX
- UI Design
- Wireframing & Prototyping
- Outcome-driven UX

Delivery
- Design Documentation
- Developer Handover
- SEO-aware UX
- Front-end Basics

EDUCATION

MA Communication Design
University of Southampton
Merit
2021 - 2022

BA Visual Communication Design
Huashang College, Guangdong
University of Finance & Economics
2: 1
2016 - 2020

LANGUAGES

- English (Fluent)
- Cantonese
- Mandarin

EXPERIENCE

Full-stack Designer
Ryu-kai | London, England | May 2024 - Aug 2024

- Redesigned a live service website with a conversion-first UX approach, driving a 12.5x increase in enquiries and a healthy ~ 4–5% enquiry conversion rate within 30 days.
- Simplified the booking journey and pricing logic to reduce decision friction, making it easier for users to understand options and take action.
- Owned the project end-to-end, from UX planning and design to front-end logic implementation and launch.

Product Designer
Spark 7 | London, England | Sep 2024 - Jun 2025

- Conducted user research and market discovery for a tea brand targeting European audiences, informing early product, experience, and positioning decisions.
- Designed and facilitated offline events to test user understanding, brand narrative, and product communication with real audiences.
- Developed a visual system aligned with local user preferences, translating research insights into digital experience concepts and website structure.

Mid-weight Digital Designer
Build Team | London, England | Apr 2023 - Jul 2023

- Improved the in-house company website by resolving usability and clarity issues identified through internal review and stakeholder feedback, contributing to a 2x+ increase in traffic and engagement.
- Owned the UX structure and interaction flow, translating evolving business requirements into clear wireframes and prototypes to align cross-functional stakeholders.
- Partnered closely with product managers and developers to ensure feasibility, smooth implementation, and efficient handover within an in-house workflow.

Web Designer
Thomas SEO | Foshan, China | Sep 2020 - Jun 2021

- Sole designer at a startup, responsible for designing and delivering UI solutions across 10+ B2B client websites.
- Owned the full design lifecycle from early concepts and wireframes to prototyping, usability testing, and visual design, supporting conversion-focused outcomes (~3% average conversion rate).
- Worked directly with clients and internal teams to present, validate, and iterate on design solutions.