

# Cynthia Lin 林怡君

[www.cynlin.com](http://www.cynlin.com) (portfolio)

[cynthia2891@gmail.com](mailto:cynthia2891@gmail.com)

+886955913056

## SUMMARY

- 13+ years hands-on experience in UX strategy design, 8+ years in team lead and design project management, and 1 year in teaching.
- With extensive UX design experience across various types of product development, including smart devices, FinTech, consumer electronics (software and hardware integration), web, and medical system.
- Expert in system-thinking, able to deliver design solutions that not only meet the user requirements but also satisfy the business strategies.
- Familiar with agile software development process and cross-functional team communication and collaboration.
- Strong, clean visual design sense.

## SPECIALTIES

Human-computer interaction (HCI), UX design, user interface design, design strategy, design management, team lead, information architecture, prototyping, responsive web design, typography, usability testing.

## AWARDS

- IBM Manager's Choice Award \*4
- iF Gold (Germany)
- IDEA Bronze (USA)
- Red Dot (Germany)
- Speaker at UiGathering
- Microsoft's Imagine Cup - Best Idea
- BFA Academic Ranking - 1st
- UX/UI Patent \*2

## EXPERIENCE

### **IBM** | Sr. UX Strategy Consultant / Team lead

04.2016 – 07.2019

- Reinvent the banking industry and produce real business outcomes by design.
- Design team lead and mentoring.
- Design project management.
- Client facing, cross-functional team communication.
- Been recognized in the IBM Manager's Choice Award 4 times.

### **Digital Medicine Lab** | Co-Founder

03.2014 – 02.2016

An art+design studio that discovers the intersections between money and meaning through interaction arts, app, and web design.

### **IDEO Shanghai** | Sr. Interaction Designer (Freelance)

08.2014 - 05.2015

Interaction design for an international sportswear brand and a social networking service company.

### **BenQ Corp.** | Design Manager (UX/UI)

03.2007 – 03.2014

- In charge of the UX/interaction design for smart devices, consumer electronics, and medical system.
- Lead UX/GUI designers and project management.
- Set up UX strategies and design guidelines.
- Coordinate with PMs, RDs, IDs, 3rd-party vendors.

### **National Taiwan University of Science and Tech.** | Lecturer

08.2011 – 07.2012

Teach UX and Interaction Design at the Department of Industrial and Commercial Design.

### **Yahoo!** | Interaction Designer & Researcher (Contract)

05.2005 – 07.2006

User research (by using Eye-Tracking Technology) and UX/UI design projects.

## EDUCATION

### **National Taiwan University of Science and Technology**

09.2004 - 02.2007, Master in Design, HCI track.

### **Tainan University of Technology**

09.2000 – 06.2004, BFA, Visual Communication Design, minor in Information Design. Academic ranking 1st.