



# Zih-Hong Lin

*Better design, better experiences.*

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## Education

National Taiwan University of  
Science and Technology  
Taipei, TW / Sep 2014 - Present  
MDes in Interaction Design  
GPA 4.0 / 4.0

Shu-Te University  
Kaohsiung, TW / Sep 2009 - Jun 2013  
BDes in Interactive Media Design  
GPA 3.8 / 4.0

## Skills

### Research

Affinity Diagram  
Competitor Analysis  
Contextual Inquiry  
Interviews  
Survey

### Design

Information Architecture  
Persona  
Rapid Prototyping  
Story Mapping  
Storyboarding  
Wireframing

### Test

A/B Testing  
Statistics Testing  
Usability Testing

### Tools

Adobe CC (PS, IL, ID, FL, DW)  
Axure RP  
Framer Studio  
HTML / CSS / JavaScript  
Sketch  
Quartz Composer (Origami)

## Experience

### UI / UX Designer @ NVIDIA Corporation

Taipei, TW / Jun 2016 - Present

Worked as the lead designer who was responsible for designing various innovative products.

- Led the plan and execution of user experience research through methods of user-centered design.
- Refined research findings, pinpointed design requirements and established development strategies for software products.
- Designed the functional map, UI flow, wireframe, prototype and GUI of product.
- Collaborated closely with project managers and engineers to iterate products through efficient development.

### Intern UI Designer @ Trend Micro Inc.

Taipei, TW / Jul 2015 - Sep 2015

Created whole-new mobile experience for the featured products.

- Penetrated into users' needs and problems through competitive product analysis and in-depth interviews to create whole-new mobile experience.
- Led the design, research and development teams in brainstorming product strategies.
- Carried out user flow planning and interface designing of product prototype based on ideas proposed in meetings.
- Developed interactive product prototype for design validation and usability testing.

### iOS Developer @ BonTree Creative Ltd.

Taipei, TW / Apr 2015 - Dec 2015

Took on the position as the lead developer in the startup.

- Piloted the startup in conducting survey and research on users.
- Introduced business model analysis and established product development strategies.
- Developed creative products with effective teamwork skills.

## Publications

4 Conference Papers (UX & HCI related)

*For more information:* [zihonglin.com](http://zihonglin.com)