

Lin Tsai Jung

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Personal Profile

A creative web designer who has **over 6 years** of experience with a strong background in web design. Personal strengths include: campaign management, creative thinking and teamwork skills. Focused on self-development in order to guarantee that web content utilizes latest technologies and trends.

Skills Summary

- Adobe Creative Suite
- HTML/HTML5
- CSS/CSS3
- Sketch
- Responsive Design (mobile and tablet)
- jQuery/JavaScript
- Accessible Web Design
- Principle
- UI-UX design
- Action Script 3
- Graphic design

Work Experience

Sep 2018- Sep 2018

2 weeks

Key Responsibilities

- Designing solutions for digital environments
- Organising, overseeing and running design user testing.
- Responsible for taking user insight and translating into coherent user flows.
- Collaborating with **product manager** on daily basis to design user experience.
- Following the user journeys to design wireframes for platforms.
- Creating lo-fi and hi-fi **prototypes**

UX UI Web Designer (Contractor), Vedra AI Ltd
London, Greater London, United Kingdom

Oct 2014- Feb 2018

3 yrs 5 mos

Key Responsibilities

Web Designer, Cyuan Fu Digital Company

- Sole web designer responsible for growing web presence across all brands and interacting on a daily basis with **back-end developers and marketers**.
- Ensuring cross-platform viability (web, mobile, tablet)
- Production of engaging landing pages with strict focus on usability.
- Delivery of projects respecting the budget and deadlines.
- Establishing and promoting design principles, best practices and standards aligned with brand guidelines.
- Providing wireframe site/user flows with a navigational structure based on requirements.

Nev 2013- Oct 2014

Web Designer, Ding Yue information Management Company

1 yr

Key Responsibilities

- Creating web designs with Adobe Creative Suite, jQuery, HTML5 and CSS3.
- Designing and building web pages for tablets, mobile phones and desktops using responsive layouts and content management systems.
- Designing landing pages to promote offers and seasonal campaigns.
- **Providing guidance** and advice to less experienced web designers.
- Supporting targeted e-marketing campaigns through the design and building HTML emails.
- Maximising visual impact while maintaining web performance.
- Ensuring a glitch-free user experience through testing.

Apr 2011- Oct 2013

Graphic and Web Designer, Daifan Digital Company

2 yrs 7 mos

Key Responsibilities

- Participating in discussions with **clients** to clarify requirements and ensure understanding of costs involved as well as agreeing on delivery schedules.
- Designing and building accessible web pages.
- Creation of mobile-targeted animations, web game, web pages and stand-alone, browser application using Adobe Flash, Action Script 3 and XML.
- Responsible designing for 2D animation design, story, style and layout.
- Continuous improvement of site through collaboration across relevant departments.
- Addressing cross-browser compatibility issues.

Aug 2010- Feb 2011

Graphic and Web Designer, Oklao Coffee Company

7 mos

Key Responsibilities

- Producing creative designs for a wide variety of clients.
- Working on wallpapers, newsletters, packages, brochures, banners, stickers, flyers and other print media as well as website content.
- Checking printed materials against specifications on content, layout and colors.
- Identifying clients' needs and constraints.
- Products' photoshooting.
- Web page-related tasks.

Personal Achievements

- Freelance work aside from day-time job including acquiring clients, full project management and social media marketing.
- Working on personal product and web design projects (gambling, coffee shops, recycling)

Education & Qualifications

2013 Creating Websites Using HTML5

2010 Taiwan Government Vocational training course for Web Design

2010 Taiwan Government Vocational training course for Digital Illustration

Languages

English	intermediate proficiency
Mandarin	native proficiency

Personal Details

Nationality	Taiwan
Visa	Tier 5
Driving Licence	Full Driving Licence
Interests	Music, Cooking, Modern Art, Exercising and Fitness