

# 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

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

- 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**

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