



# Ling Yin

Product Designer, Visual Designer

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## Profile

I am a highly dedicated and creative product designer with six years of experience in various exciting projects. My passion for fresh and original design along with a level-headed, rational approach to clients' needs has allowed me to build an impressive portfolio of work.

## Education

### University of the Arts London (UK)

Master Branding & Identity 2020 — 2021

### Shenyang Conservatory of Music (China)

BA Design for Drama 2011 — 2015

## Key Skills

### Professional

Figma  
Sketch App  
Principle App  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects

### Personal

Communication  
Time management  
Teamwork  
Creativity  
Attention to details  
Desire to learn

## Language

Mandarin (native)  
English (fluent)

## Employment

### 2021 Head of Design

#### — Made in London Media, London, UK

2022

- Executed Black Friday event design for TikTok Livestream shopping.
- Led 12 series UK launch event design for Xiaomi.
- Curated and accomplished business proposals and project proposal.

### 2019 Senior Product Designer

#### — FangDD.com, Shanghai, China

2020

- Responsible for UX / UI and data points discovery for the SaaS tool of estate agent management system.
- Created design specifications to help the team speed up the design-to-development workflow and improved productivity.

### 2016 Senior Product Designer

#### — Trip.com, Shanghai, China

2018

- Took full charge of the Trip.com Gourmet design works and increased the conversion rate from home page to detail page from 5.3% to 36.8%.
- Focused on user-centered design and data-driven design.