



Hsiu-Ju Lin
UX Designer

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SKILL

Design Tools

Sketch 5	BUILD (SAP)
Axure	Zeplin
Balsamiq	inVision

Design Skill

User research	Persona
Story mapping	Card sorting
A/B testing	Wireframe
Prototyping	Agile development
Usability testing	Service design



LANGUAGE

German: B2
English: Advanced
Mandarin: Native Language



VOLUNTEER

EIT Digital Master School kickoff
Eindhoven, Netherland | 2015

INTERACT HCI Conference
Bamberg, Germany | 2015

National Museum of Taiwan
Taipei, Taiwan | 2011



HOBBY

Playing classical music,
Singing, Hiking, Reading



WORK EXPERIENCE

Sep 2017
Present
München

UX Designer | riskmethods GmbH

- Being a design lead for various projects from customer-facing application, internal application to mobile products.
- Built the design guideline for the company across all web-based applications and the marketing website.
- Responsible for organising workshops, exploring business opportunities, creating various design artefacts.
- Responsible for user discovery and research, wireframing with Balsamiq, prototyping with Sketch and conducting usability testing.

Design Guideline | UI

- Built the systematic design guideline and applied it to all web-based applications.
- Introduced the design thinking knowledge to different departments, which can be integrated into their daily work.

Alert Collaboration | UX & UI

- Providing our customers to have overview and easy-collaboration with their suppliers.
- Responsible for user discovery and usability testing; story mapping before implementation and the final visual design.

Mobile Application | UI

- Conducted user interview with lo-fi wireframe created from Balsamiq.
- Designed iOS and Android applications with Sketch.

Email Redesign | UX & UI

- Conduct an online survey to get the quantitative data.
- Conduct A/B testing for the followup design changes.

Mar 2016
Jun 2017
Walldorf

Intern UX Designer / Master Thesis Student | SAP

- Thesis topic: Evaluating different onboarding tools based on user expertise and personality trait.
- Conducted quantitative approach with SPSS analytics and qualitative approach with usability testing to establish the onboarding tools.
- Conducted the whole design process for PPMSLight, SAP web-based master database.

Mar 2016
Oct 2016
Taipei

Freelancer | BellaQ

- BellaQ, a SPA startup applying a new business model to bridge SPA industry and young generation closer by using a mobile app.
- Designed both iOS and Android application and defined the workflow.

Jun 2015
Sep 2015
München

UX/UI Designer Intern | Technische Universität München

- Texture Renderer, a mobile application that enables people to feel the product by vibration and sound feedback.
- Designed iOS and Android application and created the demo video.
- Designed the interaction and user flow between two applications one for the users to experience the texture remotely; another for users to scan and share the textures.



EDUCATION

Oct 2015
July 2017

Technische Universität Berlin

EIT Digital | M.Sc of Human Computer Interaction and Design

Sep 2014
May 2015

Université Paris-Sud

EIT Digital | M.Sc of Human Computer Interaction and Design

Feb 2012
Jun 2014

National Tsing Hua University

B.Sc of Industrial Engineering and Engineering Management