

# Jing Lin

## Digital Product Designer

### Portfolio

<http://www.jinglin.design/>

### Linkedin

<https://www.linkedin.com/in/lilithlin/>

### Email

kk.lilith@gmail.com

### Industry Knowledge

- Digital Product Design
- UX/UI Design
- Design System
- Prototyping
- User Research
- Visual Design
- Storyboarding
- Design Thinking
- Creative Concept Development
- Animation
- Design Management
- HTML+CSS
- Python (Beginner)
- Web3

### Tools & Technologies

Figma, Adobe Creative Suite, Sketch, Framer, Lottie, Miro, Procreate, HTML, Maya, Midjourney, Lovable, Agile Methodology

### Languages

- English
- Chinese
- Japanese

### About

Seasoned digital product designer with 15 years of experience in user-centered design, specializing in digital transformation, fintech, SaaS, EdTech, e-governance, healthcare, e-commerce, and telecommunications. Experienced in collaborating with cross-functional teams to create impactful design solutions in diverse, multicultural environments across Europe, the Middle East, North America, and Asia. A proven contributor to major corporate projects, consistently delivering innovative, user-centered designs that elevate the user experience and meet stakeholder goals.

#### Projects & Concepts

Adapting and creating solutions for user needs

+ 88

#### Leading

Turned ideas into functional product designs

% 65

#### Experience

10 years of in-house and 5 years of agency design experience

10+5

### Education

#### Hult International Business School

2023  
Alumni Program • Business in Web 3

#### Hult International Business School

2020 - 2022  
Master of Business Administration • Innovation

#### The Chinese University of Hong Kong

2008 - 2009  
Exchange Study • Digital Design

#### Hubei University of Technology

2009  
Bachelor of Arts • Art Design

# Jing Lin

## Digital Product Designer

### Experience

#### Nortal • Product Design Lead (Contract)

<https://nortal.com/>

July 2021 - Present • Remote • Full-time

Nortal is an European digital governance company that partners with governments and businesses to develop innovative digital solutions, with a focus on public sector and enterprise projects. My primary responsibilities here include:

- Leading the design and development of a digital asset management platform, including creating wireframes and rapid prototypes from scratch.
- Conducting user interviews and A/B testing to develop detailed user personas and gather valuable insights.
- Overseeing the overall product design direction, with a strong focus on UX/UI design, and offering branding guidance related to the product.
- Collaborating with the Tech Team to perform Design QA, ensuring the highest quality in product development.
- Working closely with the Design System team to maintain and update system components.
- Partnering with data scientists to conceptualize and prototype AI-driven enhancements, aiming to improve the platform's usability.

#### Core Projects:

- UK Department for Work and Pensions - UK Government (Mobile app)
- NEOM Ground X - SaaS platform for smart city digital asset management, Saudi Smart City (Web)
- NEOM PROGRESS - Cross-platform marketing assets, Saudi Smart City (Web)
- Discover NEOM - Travel planning and booking app, Saudi Smart City (Mobile app, web)
- NEOM Security - Cyber security app, Saudi Smart City (Mobile app)
- NEOM Beach Games - Global sports event ticket booking platform, Saudi Smart City (Web)
- NEOM GeoIntel Platform - GIS intelligence platform for NEOM Environment Science and Technology Sector, Saudi Smart City (Web, desktop)
- Government United Platform - Oman Government (Concept development, mobile app)

---

#### Toptal • Principal Product Designer (Freelance)

Oct 2020 - May 2021 • 8 mos • Dubai (Remote) • Part-time

Provided mobile and web app design consultancy, focusing on fintech, healthcare and e-commerce projects.

#### Core Projects:

- InGuardia mobile app - A US-based healthcare company in advanced health monitoring devices (Mobile app)
- Mamo Pay - A Dubai-based fintech company that provides a digital platform that simplifies financial transactions (Web, mobile app)
- Payever - A German e-commerce company that offers businesses an all-in-one platform for managing online and in-store payments (Web)

---

#### EF English First • Senior Product Designer

<https://www.english1.com/>

Oct 2017 - Sep 2020 • 3 yrs • Shanghai • Full-time

A Swedish EdTech company, part of the world's largest private education group EF, specializes in providing online English language learning solutions for students of all ages.

- Led the design of mobile applications and web platforms for online English teaching, targeting adults and children.
- Conducted pre-project research, gathered user feedback, and maintained Design Systems to ensure consistency and quality.
- Implemented rigorous Design QA processes in collaboration with developers to support high standards in design output.
- Mentored team members and collaborated with global teams to update and refine design guidelines.

#### Core Projects:

- EF Online Classroom for adults, kids and teens (Desktop, web, mobile app)
  - EF Small Stars Tablet for kids and teens (Mobile app)
  - EFTV marketing promotion design for adults and kids (Concept development)
-

# Jing Lin

## Digital Product Designer

### Experience Continued

#### EF Education First • Senior UX/UI Designer

<https://www.ef.com/>

Mar 2013 - Sep 2017 • 4 yrs 7 mos • Shanghai, London • Full-time

Education First, a Swedish EdTech company and part of EF, the world's largest private education group, is a global leader in EdTech, offering online language learning products to enhance cultural exchange and language skills, with a focus on EdTech product research and development.

- Provided guidance in the design of online English learning applications and websites, with a focus on optimizing the user journey and experience.
- Collaborated closely with product and development teams to ensure seamless integration and user-friendly design.
- Conducted thorough user research and feedback sessions to inform and refine design decisions.
- Maintained and updated design systems to ensure design quality and consistency across projects.

#### Core Projects:

- EF Virtual Classroom for Adults (Desktop, web, mobile app)
- Daily Lesson - Daily learning mail platform (Web)
- EF Englishtown - Online English learning community 1.0 (Web, mobile app)
- EF EnglishLive - Online English learning community 2.0 (Web, mobile app)
- English Bite - Vocabulary memorization tool (Mobile app)
- EF AXIS - Class schedule platform for teachers (Web)
- EF ID - Cross-platform onboarding experience for students (Web)

---

#### i-MD Limited • UX / UI Designer

<https://imd.com/>

Nov 2011 - Mar 2013 • 1 yrs 5 mos • Shanghai • Full-time

i-MD Limited develops digital solutions for the medical industry, focusing on medical literature applications and global medical/pharma conference management.

- Led the design of medical literature apps for desktops and mobile, as well as apps and websites for international conferences.
- Conducted interviews with healthcare professionals to gather insights and used data analysis to enhance product designs.

#### Core Projects:

- i-MD Medical Literature for doctors (Web, mobile app)
- i-MD Medical Conference platform (Web, mobile app)

---

#### China Mobile International Limited • UX / UI Designer

<https://www.cmi.chinamobile.com/>

Jul 2009 - Nov 2011 • 2 yrs 5 mos • Hong Kong • Full-time

China Mobile International Hong Kong provides international telecommunications services.

- Designed UX/UI for mobile video and streaming apps, organized workshops to drive team collaboration.
- Conducted user research and interviews to inform the design process.

#### Core Projects:

- China Mobile Streaming Media app (Desktop, web, mobile app)

---

#### Senca Game Studios • Design Intern

Feb 2009 - Jun 2009 • 5 mos • Hong Kong