



# Erina Yee Lin

## Product Designer

I design intuitive, user-focused experiences and inspire the next generation of designers through boot camps. I also constantly explore cutting-edge technologies like AI and VR to drive innovation in design. My design skills combined with my background in business is my strength in creating products that delight users.

### Contact Me

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[erina.yee.lin](#)

[My portfolio](#)

### Education

Nov 2021-April 2022  
Nanyang Technological  
University (NTU) Singapore

User Experience and Product  
Management

Aug 2015-Aug 2017  
University of Wollongong,  
Australia

Bachelor of Commerce, Marketing

### Certification

- Certified Scrum Product Owner (CSPO)
- Vertical Institute Data Science Bootcamp
- Malaysia Certified HRD Trainer

### Experience

○ **August 2023 -Present**  
Phillip Nova, Singapore  
**UX Designer**

I led UX/UI design and strategy, including AI initiatives and research, for an automated financial platform, creating user-centered solutions. I collaborated with teams to align product strategy and customer experience with business goals. Additionally, I leveraged marketing insights to design strategic, AI-driven, and customer-focused products.

○ **June 2022-July 2023**  
GoodWhale, Singapore  
**UX Designer**

I led a transformative app revamp project that resulted in a 10% increase in monthly active users within 2 weeks of launch. I improved design flows and speed by introducing new tools and workflows to the design team. Additionally, I enhanced collaboration and efficiency between the design and development teams by implementing new processes.

### Skills

#### Design

UI Design  
Strategy & vision presentations  
User flows  
Wireframes & mockups (Figma)  
Design system & pattern library

#### Prototyping

Rapid prototyping  
Interactive flow with HTML/CSS  
Low code (Framer)

#### Research

Usability testing (UX Tweak, Maze)  
User Interviews & surveys

#### Programming

Python  
CSS

#### Collaboration:

Organizing workshops  
Facilitating design critique