



Hua-Cian, Lin (Sara)

Visual & UI/UX Designer



Life is full of *creativity*
and *possibilities*

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Skills

UI Design	●●●●●
UX Design	●●●●●
Web Design	●●●●●
HTML / CSS	●●●●●
Graphic Design	●●●●●
Branding	●●●●●
Illustration	●●●●●
Photo Editing	●●●●●
Video Editing	●●●●●

Languages

Chinese	●●●●●
English	●●●●●
Japanese	●●●●●

Certification

Certified Scrum Product Owner - 2020
(Product Management)

TOEIC - 810 points

JLPT - N1

Work Experience

Philip Morris Japan (フィリップモリス ジャパン) | Jan. 2024 - Current / Tokyo

Digital Experience Design Lead

- Deliver all of the digital owned media channels experience (Web, App, LINE ecommerce, and Loyalty website).
- Plan digital content with SEO & content / Marketing team.
- Manage projects and communicate with stakeholders.
- Responsible for conducting A/B tests to optimize UX on existing user journey.
- Partner with other leads within Digital & IT department.

Rakuten Group, Inc. (楽天グループ株式会社) | Aug. 2019 - Jul. 2023 / Tokyo

UI/UX Designer, Visual Designer

- Design all aspects of hands-on web projects, apps, and conceptual products; from UX to UI visual design.
- Conduct brand campaigns, and marketing materials.
- Design and manage the UI unification project for Rakuten's Fintech business.
- Create the brand design system, UI design assets, and UI motion guidelines.
- Assist in creating UX design guidelines and accessibility guidelines.
- Review design progress and outcomes, as well as give feedback.
- Facilitate Figma Design Workshops for designers and marketing planners.

Quanta Computer Inc. | Aug. 2014 - Apr. 2018 / Taoyuan, Taiwan

UI/UX Designer, Visual & Marketing Design Team Manager

- Responsible for user flow, wireframing, visualizing, and conducting UI designs for mobile (both iOS and Android), tablet, and other device interfaces.
- Research user interactions with their products.
- Test usability, gestures, as well as define user flows.
- Effectively managed the demands between the engineers, marketing team, and stakeholders.
- Manager for visual design, branding, and marketing team of 2-3 people.
- Conducted product campaigns, promotion events, and IoT product exhibitions.
- Collaborated with the marketing team to strategize and define an effective marketing plan on social media.

RockRocket Co., Ltd. | Sep. 2012 - Jul. 2014 / Taipei, Taiwan

Brand Designer. Product Activator

- Responsible for 2D/3D design & animation.
- Created promotional videos and Branding / Marketing materials.
- Designed and visualized the web UI for social media platforms, including coding with HTML and CSS.

Education

National Taiwan University of Art | Taipei, Taiwan. 2009 - 2013

B.A. in Visual and Communication Design

Joshiki University of Art and Design | Tokyo, Japan. 2012

Exchange Student in Media Design (アート・デザイン - メディア表現領域)