

Ting-Yin Yeh

Senior Product Designer

tingyinyeh.com

contact@tingyinyeh.com

+49 174 767 1759

EXPERIENCE

WeFast — Product Designer

Remote | May 2022 - Present

I design the whole app from scratch to now with 9000+ 5 ⭐ reviews and 4,9 ⭐ average, 15k active premium users, 800k downloads. I work closely with the iOS developer to release a new version every 2 weeks. I also establish design guidelines.

Blinkist — Product Designer

Berlin | Sep 2018 - Apr 2022

I redesigned the Blinkist book page resulted in a 70.9% uplift in sign-ups. I led the Blinkist web app redesign project in the web team. I contributed new UI components towards Blinkist's design system and redesigned the Blinkist careers page.

Smava — UX Designer

Berlin | Sep 2017 - Sep 2018

I led two end-to-end redesign projects for the Smava product which successfully increased revenue for the business. I ran user research projects, translating the research findings, and constantly optimized the Smava product experience. I also initiated the design system project within the teams.

VyncaHealth — Lead UX/UI Designer

Taipei City | May 2016 - May 2017

I worked on bringing the company product, an Advance Care Planning solution, from MVP to production.

Taroko — Web UX/UI Designer

Taipei City | May 2015 - May 2016

I was responsible for building new features on two SaaS products across both desktop and mobile screens.

MicroMacro — Mobile UX/UI Designer

Taipei City | April 2014 - May 2015

I was responsible for the UX/UI design of both Android and iOS apps for Pass2U, a mobile wallet.

EDUCATION

Halmstad University

Halmstad, Sweden | 2013 - 2014

Exchange program

National Taiwan University of Science and Technology

Taipei, Taiwan | 2009 - 2014

BA in Industrial Design

SKILLS

Figma, Sketch, Adobe Creative Suite, Human-Centered Design, User Research, Wireframing & User Flows, Prototyping, Usability Testing, Pixel-Perfect Mockups, Responsive Web Design, iOS & Android Design, HTML/CSS

AWARDS

Smava Hackathon

First Prize

Red Dot Design Award

Winner

LANGUAGES

English (fluent)

Chinese (native)

German (B1 intermediate)