

JOSEPH LIN

- 8+ years in designing **complex enterprise, B2B, and B2C** products for desktop & mobile.
- Proficient in problem-solving through solid research and collaboration with cross-functional teams across diverse industries.

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WORK EXPERIENCE

Sr. Product Designer | 07/2024 - Present

Dayforce • Remote

- Driving the North Star strategy and design for HR services in the Dayforce platform, shaping the SaaS B2B solution for Core HR, Org Management, and Workforce Planning to enhance work life.

Sr. Product Designer | 06/2022 - 02/2023

Meta • Contract • Bellevue, WA

- Led end-to-end design of a developer platform, streamlining workflows and reducing processing time to manage 8,000+ tools, resulting in increased productivity for over 13,000 employees and improved security for billions of user data.

Sr. UX Designer | 01/2021 - 06/2022

Best Buy Health • Seattle, WA

- Crafted a mobility care service, refining mobile app solutions with research insights to guide the product's launch and pricing, while ensuring the UX was validated by physical therapists.

Sr. UX Designer | 11/2019 - 12/2020

Ascension • St. Louis, MO

- Led strategic design for Care ID single sign-on and a B2C end-of-life care app, enhancing access across 300+ apps and 34,000+ care plans to support clinical staff and patients.

Product Designer | 02/2017 - 11/2019

Bayer/Monsanto | St. Louis, MO

- Built a B2B/B2C financial platform from 0 to 1, cutting processing time by 90% and increasing financing credits to \$300M.

Early Roles in Design (2013-2016)

Yellow Pages • AWDL • Fisher-Price

At Yellow Pages, redesigned CRM system content forms, boosting query rates by 61%. At AWDL, revamped mobile apps for door locks. Interned at Fisher-Price, improving web search efficiency by 50%.

EDUCATION

M.S. HCI/Human Factors University at Buffalo

Researched at National Center for Human Factors in Healthcare
2012 - 2014

B.S. Industrial Engineering CYCU, Taiwan

Researched at Human-Centered Systems Engineering Lab
2005 - 2009

CERTIFICATION

Certified Enterprise Design Thinking Practitioner

IBM, issued on 2021

Interaction Design - ArtCenter College of Design

ACN, 2016

SKILLS

UX Research

A/B Testing
Accessibility
Heuristic Evaluation
Persona
Quant & Qual Analysis
Usability Testing

UX Design

Adobe Creative Suite
Axure
Figma
Invision
Miro
Sketch
CSS, HTML5, JavaScript