Lian Yeh, Product Designer

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About me

With **over 10 years of experience in product design**, I have worked across diverse industries and collaborated with both local and international teams, successfully **creating multi-language products for global markets.**

- Proficient in product design with experience across the entire process, **from user research, A/B test and product strategy formulation to product execution and optimization.**
- **Skilled in cross-functional collaboration with strong communication skills**, effectively working with PMs, UX Researchers, PAs, Developers, and business teams to ensure **alignment between design decisions, business goals, and technical feasibility.**
- Well-versed in agile development, leading multiple workshops and product planning meetings to **elevate design standards and shape team culture.**
- **Expert in data-driven design, leveraging UX research and strategy to drive high-impact products.** Led design initiatives that improved conversion rates and user engagement, combining strategic thinking with innovation to create high-impact products and services.

Employment

Nov 2023 - Now

Pinkoi - E-Commerce Platform ｜ Senior Product Designer

- **Product Strategy & Project Execution:** Led multiple 0-to-1 medium-to-large projects, aligning with company strategy and product roadmap. Owned user research, concept ideation, spec development, and design delivery to ensure timely, high-impact launches. Successfully shipped three core features in a year, including the "Discovery" feature, which introduced a new UI, micro-interactions, and continuous iterations—**boosting adoption from 19% to 28% in three months and setting a record-high product click-through rate.**

- **Design Impact & Team Culture: Facilitated design and strategy workshops, driving the creation of a shared knowledge base.** Led competitive analysis and cross-functional discussions to enhance design influence and decision-making. **Strengthened team collaboration, improving product development efficiency.**

- **Cross-Functional Collaboration & Process Optimization:** Worked closely with PM, UR, Data, Dev, and Business teams to align design and product goals. **Optimized key workflows, cutting development cycles by 30%+ and ensuring design decisions supported long-term business growth and market competitiveness.**

Oct 2022 - Oct 2023

Dcard - Social Platform ｜ Senior Product Designer

- **Design Ops & System Optimization:** Founded the Design Ops team to revamp the Design System across platforms, standardizing components and naming. Partnered with engineering to improve efficiency by 30%+ and enhance product consistency.

- **Cross-Team Tool Development:** Built internal tools to streamline operations, prioritizing projects based on cross-team insights. Launched a marketing page builder and comment scheduling tool, cutting communication and production time by 70%+, significantly improving efficiency.

- **AI Integration & Workflow Optimization:** Led both design and product management roles to develop Dcard AI tool within a month. Built a prompt library that enhanced efficiency and content quality across teams, driving AI adoption internally.

Employment

Jun 2021 - Jun 2022

Gap Year - Entrepreneurial Pursuits - Founder of Diary Bakery

- **Established a brand and built a team, attracting 3,000+ paying members.** Led brand positioning, visual strategy, and marketing, driving 150% revenue growth in one year. Applied product design expertise to refine brand strategy, optimize decisions with data analysis, and gained experience in market insights and advertising. **Managed business and operations, executing cross-brand collaborations to expand influence.**

Oct 2017 - May 2021

Pinkoi - E-Commerce Platform ｜ Product Designer

- **Global Product Design & Development: Led seven large-scale projects across B2C e-commerce, B2B platforms, and mobile payments, driving product innovation and brand revamp.** Designed Web, Mobile Web, and Apps (iOS & Android), establishing Design Library, Guidelines, and UX Writing to enhance consistency and efficiency.

- **Agile Development & Collaboration: Executed 80+ sprints using Agile/Scrum, organizing 10 retrospectives and 20+ workshops to improve team alignment and efficiency.** Streamlined design-engineering collaboration for high-impact product delivery.

- **User Research & Market Analysis:** Conducted user research, usability testing, and data analysis to ensure product decisions aligned with user needs and market trends.

Jun 2016 - Sep 2017

LION TRAVEL - Travel Agency ｜ Senior UI/UX Designer

- Directed user research, interviews, and usability testing, **conducting 5+ in-depth user interviews to align design decisions with business needs and user behavior.** Established a UX workflow, visual guidelines, interactive prototypes, and product architecture, enhancing user experience and conversion rates. Collaborated closely with PMs and engineers to refine designs based on data and user feedback.

May 2015 - Jun 2016

KT Play - Game forum ｜ UI/UX Designer @Beijing

- **Developed new features and designed user experiences, launching gaming profile pages and social post functions.** Collaborated with international engineers and PMs to define workflows, product logic, and rules. Leveraged data and research to continuously refine and optimize the user experience.

Skill

- UI/UX Design
- User Research
- Interaction Design
- User Testing

- UX Writing
- Product & Business Strategy
- Product Management
- Workshop planning & facilitator

Language

- Mandarin Chinese
- English
- Japanese

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Contact

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