

ViviLin

10+ years of experience turning complex data and emerging technologies into intuitive B2B products for healthcare, medical, and insurance industries. Specialized in AI-driven solutions, with a passion for impactful design. Thrive in fast-paced startups, creating innovative and user-centered experiences.

Professional Experience

EvolutionIQ — Lead Product Designer >>> Product Design Manager

Product Design Leader shaping AI-driven insurance solutions.

Mar 2023- NOW, Full-time

- Built and currently lead a high-performing product design team of 5, balancing individual contribution with people management responsibilities.
- Oversee design strategy and execution across 12 AI products within the insurance claims lifecycle, ensuring seamless user experiences and data-driven decision-making.
- Lead complex, cross-domain design initiatives from user research and data synthesis to final visual design, delivering user-centered solutions grounded in both qualitative insights and quantitative metrics, on time and aligned with business goals.

Knoetic | CPOHQ — Senior Product Designer

Senior IC driving data-driven design solutions for people analytics products.

Nov 2021 - Jan 2023, Full-time

- Co-defined product requirements with PMs and engineering, crafting strategic design solutions based on user needs and business goals.
- Designed complex data visualizations and an interactive chart builder, enabling users to explore and interpret people analytics data with clarity.
- Led end-to-end user research, including interviews and usability testing, translating insights into actionable design strategies.

CareAdvisors — Senior Product Designer >>> Product Owner

Pioneered and scaled product design function for healthcare solutions.

Jul 2020 - Nov 2021, Full-time

- Hired as the first designer, established the design practice, defined processes and standards, and developed a scalable design system.
- Led design and launch of a hospital CRM platform for social service referrals, streamlining complex healthcare workflows and improving patient outcomes.
- Transitioned into a Product Owner role to bridge product strategy and execution, collaborating with stakeholders and engineering to prioritize roadmaps and deliver impactful features.

University of Chicago, Center of Translational Data Science — UX/UI Designer

Designed flexible data platforms to accelerate clinical research and data discovery.

Feb 2018 - Jun 2019, Full-time

- Hired as the first designer, designed a scalable data storage and discovery platform supporting clinical researchers and healthcare professionals.
- Simplified access to large biomedical datasets, enabling flexible querying and analysis across diverse clinical research studies.
- Improved data discovery workflows, accelerating research outcomes and supporting evidence-based clinical decision-making.

The Office of Experience — Senior User Experience Architect 2019 - 2020, Full-time

Ulta Beauty — UX/Visual Designer 2017 - 2018, Contract

Ogilvy & Mather — Senior Web Designer 2015 - 2016, Full-time

Pumpkin Creative — Senior Creative Designer 2013 - 2015, Full-time

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Education

M.F.A. Graphic Design

University of Illinois at Chicago

2011 - 2013

B.S. Information Communication

Yuan Ze University, Taiwan

2004 - 2008

Certificates

Design Thinking for Product Management

University of Chicago

2019

Professional Business Writing Certificate

DePaul University

2020

Skills

User-Driven Design

Led user interviews, usability testing, and created key design artifacts. Facilitated workshops to align product and user goals.

Rapid Prototyping

Delivered clickable prototypes in 24-48 hours for timely business events and new product concepts aligned with business needs.

Atomic Design Systems

Built 3 design systems from scratch, ensuring scalability and consistency.

Frameworks

Skilled in Design Thinking, Lean UX, and Agile methodologies.