

Karenya Lin

PRODUCT DESIGNER & UX ENGINEER

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LinkedIn • GitHub

6+ Years

Multi-market product design

B2B / B2C / B2B2C

Full spectrum product types

ReactJS + QA + GA4

Implementation-aware leverage

8+ Countries / Regions

TW / HK / SG / MY / ID / KR / JP / ME

PROFILE

Hybrid **Product Designer and UX Engineer** with **6+ years** delivering B2B, B2C, and B2B2C products across teams serving **8+ countries and regions**. Has worked with **large, market-leading retail groups in their countries and regions, payment ecosystems, and cross-border product platforms**, while collaborating across **ReactJS, React Native, iOS, and Android** product delivery.

Combines design systems, multi-market UX, Git / Sourcetree / SCSS / JSX frontend collaboration, and 3D scene composition, lighting and material styling, 3D interaction prototyping, web-ready 3D asset presentation, 3D motion, and camera storytelling using Spline, Blender, Cinema 4D (C4D), Adobe Dimension, After Effects, Maya, and Rhino, alongside accessibility, QA, and GA4 tracking validation across portal, app, web, WebView, POS, mPOS, WebPOS, and website experiences, with self-authored WordPress implementation when needed. Known for reducing handoff gaps, improving shipped product quality, and saving engineering time through implementation-aware design and quality operations.

EXPERIENCE

Product Designer · UX Engineer

Mar 2024 - Present

Ogloba Ltd. · Taiwan

- Lead product design and UX engineering for 20+ concurrent projects per year across teams serving 8+ countries and regions, partnering with PM, RD, QA, Sales, and client stakeholders.
- Own implementation alignment across ReactJS collaboration, SCSS / JSX UI refinement, accessibility review, UI testing, and QA follow-through, including 173 of 350 QA tickets in 2025.
- Proposed and implemented a GA4 tracking plan that replaced a planned dev sprint, saving approximately one month of engineering time on a key portal project.
- Built lightweight Google Apps Script and AI-assisted design-to-code workflows to speed anomaly follow-up and reduce repetitive coordination overhead.
- Maintain shared design systems and reusable product patterns across portal, app, web, WebView, POS, mPOS, and WebPOS surfaces, including 3D scene composition, motion details, and web-ready presentation support.

Figma Design System Multi-market UX UI Testing GA4 Apps Script Tag Manager JIRA

UI/UX Designer

Aug 2019 - Mar 2024

Ogloba Ltd. · Taiwan

- Owned end-to-end UI/UX design across B2B, B2C, and B2B2C products spanning portal, app, WebView, POS, mPOS, WebPOS, and marketing websites across TW, HK, SG, MY, ID, PL, FR, KR, JP, and ME markets.
- Worked directly with frontend engineers in SCSS and JSX to improve implementation accuracy, respect frontend architecture, and reduce handoff gaps between design and shipped product.
- Introduced implementation review and UI / UX behavior validation into the design workflow, helping teams catch issues earlier and reduce post-launch corrections.
- Handled WordPress website implementation independently when projects required self-authored site building.
- Designed scalable component patterns supporting light/dark mode, RTL, multilingual layouts, and long-term multi-market consistency.

Portal React Native App WebView SCSS / JSX Accessibility RWD WordPress (Self-authored)

SKILLS & TOOLS

Product / UX

Product flow & requirements analysis · Multi-market & multilingual UX · Design systems & scalable patterns · Accessibility review · Prototype planning & UX validation

UI Systems

Figma & high-fidelity UI · Responsive design across webview, POS, and web · Light/dark mode pattern design · Brand expression with structural clarity · Spline / Blender / Cinema 4D (C4D) / Adobe Dimension / Maya / Rhino workflows · 3D scene composition, lighting & material styling · 3D interaction prototyping & web-ready asset presentation · 3D motion, camera storytelling, and design-to-web collaboration · After Effects, Lottie animation & code-based motion design

Frontend Alignment

Git / Sourcetree / frontend workflow collaboration · SCSS / Tailwind / JSX UI refinement · ReactJS / React Native / iOS / Android collaboration · Respect frontend architecture and validate UI / UX behavior · WordPress self-authored implementation

QA & Tracking

UI testing & bug validation · JIRA workflow & ticket review · GA4 / Tag Manager / validation · Google Apps Script automation · SEO-aware and tracking-aware product thinking

EDUCATION

B.S. Design & Visual Communication

2016 - 2019

Chaoyang University of Technology · Taiwan