

# Jacen Lin

PRODUCT DESIGNER | SINGAPORE

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## PROFESSIONAL SUMMARY

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Seasoned Product Designer with 8 years of experience across e-commerce, fintech, healthcare, and data platforms. Proven track record of leading end-to-end UX/UI design — from user research and prototyping to design systems and cross-functional collaboration. Adept at translating complex business problems into simple, intuitive user experiences that drive measurable outcomes.

## WORK EXPERIENCE

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### Senior Product Designer | Reap

June 2025 — Present

- Leading the **0-to-1 design** of Reap Connect's new dashboard — a payments-as-a-service product powered via stablecoins.
- Completed full **usability testing** and developer hand-off within **3 months**, accelerating the product launch timeline.
- Working directly in code with the help of AI to implement **UI enhancements and new features**, shortening the design-to-production cycle.
- Vibe coded a **prototype playground** enabling non-technical stakeholders to explore and build ideas using existing design system components.
- Upon full client migration to the new Reap Connect dashboard, saw a **42% jump in transaction volume** and a **73% increase in revenue**.

### Senior UX/UI Designer | Sleek

April 2022 — January 2025

- Promoted to Senior UX/UI Designer; led a team of **3 designers** across customer-facing web and mobile applications.
- Served as Lead Designer for **Sleek Business Account (SBA)**, Sleek Accounting, and the Sleek Design System.
- Increased designer and developer productivity by **~20%** by architecting a design system powered by design tokens in Figma.
- Redesigned the cross-border payment experience, reducing customer complaints around payment transparency by **90%**.

### Senior UX/UI Designer | eyos

May 2020 — April 2022

- Promoted to Senior UX/UI Designer in January 2022.
- Served as Lead Designer for the **eyos Connect merchant mobile app** (iOS and Android).
- Led qualitative **user research** initiatives to uncover pain points of micro-merchants across Indonesia.
- Implemented **Google Tag Manager** across all eyos web properties, enabling performance tracking across multiple country-specific websites.

## SKILLS

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### UX / UI DESIGN

Figma Protocie UXPin Miro  
Design Systems Design Tokens  
Wireframing Prototyping

### AI TOOLS

Figma Make Lovable Bolt Replit  
Cursor AI Claude Claude Code

### PRODUCT DEVELOPMENT

Agile Opportunity Solution Tree Jira  
Confluence Asana

### RESEARCH & ANALYTICS

Maze Usability Testing SUS SEQ  
Google Analytics 4 Mixpanel Hotjar  
Smartlook

### WEB DEVELOPMENT

HTML5 CSS3 JavaScript MJML  
Webflow Elementor Pro Git

## EDUCATION

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**Bachelor of Business (Marketing)** SIM-RMIT University

Aug 2010 — Dec 2012

## PROFESSIONAL CERTIFICATES

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### Interaction Design Foundation

UI Design Patterns for Successful Software

Top 10%

User Research — Methods and Best Practices

Top 10%

UX Management and Tactics

Top 10%