Chiwu Lin

Senior Product Designer. Connected hardware, e-commerce, and B2B

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Product designer with 5+ years in IoT and connected hardware, e-commerce, and B2B platforms. Design systems that hold up across hardware generations and white-label brands, from annotated specs to launch with PMs, engineers, and implementation teams.

Experience

AromaTech
Dec 2025 – Present in Vancouver

Product Designer

- Adopted **Material Design 3** tokens so one design system covers **9 hardware models across 3 generations**.
- Re-architected **IoT pairing** for latency and Bluetooth dropouts. **77%** of active users have paired a device.
- Moved **WCAG 2.1 AA** onto the product roadmap with PM and Engineering.

Plugzio
Sep 2024 – Feb 2025 in Vancouver

Product Designer, Co-op

- Redesigned the property-manager dashboard with **OOUX** so **competing needs** sit in a clear data hierarchy.

Fitbutler
Nov 2022 – Aug 2024 in Taiwan

Lead Product Designer

- Led the white-label Member App end to end as sole designer, one product rebranded for **80+ gym brands and locations**, with a shared iOS and Android design system.
- Turned logo and theme colors into **swappable tokens**, cutting brand-launch design from **two days to one morning**.
- Raised registration conversion by **10%** after usability testing on sign-up.
- Simplified membership, payment, and stored-value flows, with payment failures down **about 7%**.

Decathlon
Mar 2021 – Nov 2022 in Taiwan

Product Designer, E-Commerce

- Rebuilt checkout as one page after a **27.8%** payment-step drop-off. Conversion rose **6–8%** over **3 months**.
- Facilitated **10+ UX workshops across 3 teams**.
- Added inventory lookup with in-store pickup across **19 stores**.

Uber
Aug 2016 – Jan 2017 in Taiwan

Marketing/Design Intern

- Partner-merchant impressions grew **200%** in **3 months**.

Education

Master of Design Interaction Design
Emily Carr University of Art + Design

2024 – 2026

Skills

Design systems, Design tokens, Material Design 3, Figma, Prototyping, Claude, Claude Code, Cursor, Antigravity, User research, Usability testing, Information architecture, Wireframes, User flows, Interaction design, Motion, Visual design, WCAG 2.1, Web, iOS, Android, Tablet, HTML/CSS, Sanity CMS, Live QA