

Lin Wei Ting (Maida) Hu

Product Designer

London, UK | a898499@gmail.com | +44 07570 999918 | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Product Designer with end-to-end experience across ideation, wireframing, prototyping and implementation for web and native mobile (iOS/Android) products. Proven track record delivering user-centred design solutions validated through large-scale usability testing (300+ participants) that shipped a product to market-ready status. Skilled in Figma and Adobe XD, cross-functional collaboration with product managers, engineers and researchers, and contributing to design systems across digital and physical touchpoints. MA Design (Distinction), Goldsmiths, University of London; experience designing for culturally diverse, international user bases.

EXPERIENCE

UI/UX Designer — Intern | EBIO Technology Inc.

Taipei, Taiwan Sep 2021 — Sep 2022

Medical device company developing smart anti-pressure-ulcer care beds and connected assistive hardware.

- Spearheaded end-to-end design, from ideation and wireframing through high-fidelity prototyping to implementation, of a native iOS/Android companion app for elderly and low-mobility patients, applying enlarged touch targets and high-contrast colour palettes to reduce input errors.
- Championed usability testing validated by 300+ participants in partnership with Chang Gung Memorial Hospital, Taiwan's largest private hospital system, translating qualitative and quantitative feedback into iterative UI improvements that brought the product to market-ready status.
- Forged a unified design system spanning 3 touchpoints, mobile app, hardware control panel and packaging, building functional prototypes and micro-interaction animations that delivered real-time feedback to caregivers.
- Devised the on-device UI for the bed's physical control unit, presenting design rationale and usability findings to engineering and product stakeholders to ensure cross-platform consistency.

Co-Founder & Product Designer | Goodmood Studio (古月木木工作室)

Taipei, Taiwan 2022

- Delivered a working prototype of a pet air-purifying side table within a 6-month timeline, leading design from concept sketches and user research through CAD modelling while balancing user needs with manufacturing constraints.
- Orchestrated an industry-academia partnership with Hitachi engineers, translating research insights into a market-ready smart home concept that won Silver at the National Industry-Academia Collaboration Design Award.
- Achieved international recognition presenting design concepts to global judging panels: Winner, American Architecture Prize; Finalist, Red Dot Award: Design Concept; Shortlisted, Young Ones ADC and iF Design Talent Award.
- Secured NT\$300,000 (approx. £8,100) in combined grant and prize funding across university and Ministry of Education innovation/entrepreneurship competitions to fund prototype development.

Design & Administrative Coordinator | Sheng-Yi Tech (ShenYi Tec Inc.)

Taichung, Taiwan Aug 2023 — Aug 2024

EdTech contractor delivering technology procurement and learning-space projects for Taiwan's Ministry of Education.

- Directed product specification, vendor comparison and procurement documentation, delivering visual signage systems and instructional resources to 300+ schools nationwide for Taiwan's Ministry of Education.
- Steered on-time delivery across 15+ concurrent school contracts, achieving a 100% on-time rate by coordinating supplier, school and internal-team communication.
- Trained 60+ students and teachers across 8 on-site sessions, translating complex hardware systems into accessible content to drive end-user adoption.
- Maintained 100% accounting accuracy in financial documentation and invoicing across all contracted projects.

Design & Outreach Coordinator | MCUT Indigenous Students Resource Center

Taipei, Taiwan Jun 2022 — Jun 2023

- Curated the centre's annual visual identity and campaign materials across 3 activities, achieving a 90% satisfaction rating by translating indigenous cultural motifs into modern graphic design.
- Instituted a monthly workshop series, 10 sessions reaching approximately 30 students each (~300 total attendees), helping students navigate questions of self-identity in a peer-supportive format.
- Produced an on-campus cultural exhibition attracting approximately 900 attendees, owning end-to-end event planning and key-visual design across a 3-month production timeline.

EDUCATION

MA Design: Expanded Practice — Distinction

Goldsmiths, University of London | 2024 — 2025

BSc Industrial Design — GPA 3.6 / 4.0

Ming Chi University of Technology, Taipei | 2019 — 2023

CORE SKILLS

Product Design · UI/UX Design · User-Centred Design · End-to-End Design Process · Wireframing & Prototyping (Lo-Fi to Hi-Fi) · Design Systems · iOS & Android Design Patterns · Figma · Adobe XD · Usability Testing · Cross-Functional Collaboration · Stakeholder Presentations · Qualitative & Quantitative Data Analysis · Accessibility & Inclusive Design

AWARDS & RECOGNITION

- The Architecture MasterPrize 2022 — Honorable Mention, Architectural / Green Design
- iF Design Talent Award 2022 — Shortlisted
- Red Dot Award: Design Concept 2022 — Final Judging
- Young Ones ADC 2022 — Shortlisted
- G-Design 2021 — Bronze Award & Merit Award
- KYMCO Motorcycle Design Competition 2022 — Final Judging

GRANTS & FELLOWSHIPS

- Student Scholarship, Council of Indigenous Peoples — 2021–2023
- Innovation and Entrepreneurship Competition Grant — NT\$100,000 (approx. £2,700), 2022
- Entrepreneurship Education Program in Higher Education (SOS-IPO) — NT\$200,000 (approx. £5,400), 2022

LANGUAGES

Mandarin (Native) · English (Professional Working Proficiency) · German (Beginner)