

MEI-LIN CHENG

Name

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Email

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Portfolio

<https://minimi1226.wixsite.com/my-site> | www.meilincheng.com

“ UI/UX Designer with 7+ years of experience in digital product, web, and visual design across technology companies and international teams. Experienced in translating complex product and business requirements into clear, intuitive digital experiences across web and mobile platforms. ”

WORK EXPERIENCE



BenQ Corporation

UI/UX Designer | Apr. 2022 – Oct. 2025

Responsible for global digital experiences, including product websites, e-commerce platforms, campaign visuals, and B2B digital systems across multiple markets.

- Developed and maintained reusable UI components and design patterns in Figma to improve consistency and scalability across digital experiences
- Designed and iterated on user flows, wireframes, and high-fidelity UI designs for Interactive Displays and digital products, ensuring consistency and usability across platforms
- Developed visually compelling graphics, layouts, and digital assets that enhanced user experiences and aligned with brand identity across web, social media, and other digital platforms



InterSense Digital Integration Co.

UI/UX Designer | Feb 2019 – Feb 2021

Designed web and digital product experiences, translating client and business requirements into intuitive and visually consistent interfaces.

- Led the design and execution of digital products for crypto clients, including AVA (Hong Kong)
- Worked across fast-paced projects, translating requirements into user flows, wireframes, and high-fidelity UI designs while maintaining consistency and usability



Titansoft Pte Ltd

UI/UX Designer | Oct. 2016 – Apr. 2017

Worked in an Agile-driven environment, iterating on designs based on user feedback and evolving product requirements.

- Collaborated with product and development teams throughout the design and implementation process
- Designed digital marketing assets, including web banners, promotional graphics, and campaign materials, supporting product launches and marketing initiatives

ADDITIONAL EXPERIENCE



National Taiwan University — School of Management

Design & Administrative Assistant (Part-time) | Mar. 2026 – Present

- Supported the design and production of digital and visual materials for executive education programs and related communications.



House Mate (DJ) | Flow Live Music (MAJI Square)

Freelance Brand & Visual Designer | 2026 – Present



- Led branding and visual design projects for music and hospitality-related brands, including brand identity, visual systems, packaging, and digital campaign assets.

EDUCATION



Academy of Art University

Master in Web Design & New Media

San Francisco, USA | 2012 – 2015

Concentration in UI/UX and Visual Design



Yuan Ze University

Bachelor of Multimedia Communication

桃園, 台灣 | 2008 – 2012

Concentration in Visual Communication & Graphic Design

CERTIFICATES



TOEIC Scored 915

Dec 2022

CORE SKILLS

Figma · Adobe Creative Suite · UI/UX Design · Web Design