



Delphine Lan

Delphine Lan is a Taiwan based multidisciplinary designer specialising in Digital Design and Graphic Design. Experienced in product design and service optimization, with a strong focus on user-centered innovation. Skilled at identifying user needs and proposing creative solutions. Able to switch between design and product planning roles. Well-versed in mobile app and web development processes, capable of driving new services from 0 to 1, as well as optimizing existing workflows to enhance user experience and business value.

PERSONAL

Name

Yun Li Lan 藍雲璣

Email

sun7722blue@gmail.com

Portfolio

delphinelan.com

EDUCATION

Shih Hsin University

Bachelor degree of Digital
Multimedia Arts

Sep. 2006 - Jul 2010

CERTIFICATE

Google UX Design

Google Analytics (GA4)

SKILLS

Design

Drawing

Typography

Visual Design

UI Design

UX Research

Responsive Design

Wireframing

Prototyping

HTML / CSS

Software

Sketch

Figma

Adobe XD

InVision

Photoshop

Illustrator

InDesign

VS code

WORK EXPERIENCE

● Sep. 2022 - Present | 遠創智慧股份有限公司 FETC International Co., LTD.

Product Manager / Senior Product Designer / UI UX design team leader

- Led experience optimization and service planning for both mobile app and web platforms at uTagGo. Mastering the overall design and business strategy of the product, I focus on ensuring that the product meets market demand and business goals.
- Proposed and drove development of several innovative digital services, including Map Services, New Car Service, AI Voice Assistant, and more.
- Designed interfaces for different platforms, pay stations, and Telematics (CarPlay & Android Auto).
- As the design team leader, I hold weekly design sharing meetings to help team members address challenges, brainstorm solutions, and improve independent work capabilities.

New Car Service : Led end-to-end planning and UX design, from user flow definition to backend integration. Created wireframes and prototypes. Resulted in an improved user experience for browsing and comparing new car models, integrated with personalized recommendations and dealer information.

Map Services : Designed and developed map-based features to help users easily find nearby parking lots, inspection stations, and car washes. Designed a multi-functional interactive interface to enhance service usability and convenience for different user needs.

● Apr. 2022 - Aug. 2022 | TenMax ad Tech Lab Co., LTD.

Senior UI/UX Designer

- B2B platform design include DSP and SSP platform.
- Communicate and interact with different functions, deliver a high-quality UI design and related elements with a consistent experience. Participate in and define product design practices and guidelines. Participate in the complete product life cycle.
- Communicate and interact with business people and technical people, and explain the reasons for product UI design.

● Aug. 2019 - Mar. 2022 | Anue 鉅亨金融科技 (鉅亨網)

Senior Designer

- Internal Website and APP UI Design.
- Design the company's B2B cooperation webpage and campaign page then complete all of them by html and css.

Hao.cnyes : This project is a social media platform focusing on financial management. My work is cross-platform UI / UX design including APP and RWD web and CMS system. Discussing storyboard and planning functions with PM, product ideas, market research, wireframe planning and visual design.

● Jun. 2014 - Jul. 2019 | AMC 空中美語

Web Designer

- Internal Website and RWD Campaign Pages Design.
- DM、POSTER Design based on the ability of photoshop and illustrator.

AMC official website : UI design and complete by html and css.

AMC course selection system : UI design and complete by html and css, then cooperation with RD to connection the back- ground information.