

Giselle Lin

Vancouver, BC

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4 years of experience in auditing and business consulting, specializing in accounting software, I offer a strong background in analytical skills and client-focused solutions. My expertise is delivering actionable insights for business success and ensuring efficient data management. In addition to my core skills, I have developed proficiency in web development, UI/UX design, and graphic design, which enhances my ability to handle diverse tasks and contribute effectively to various roles. Strong customer service and operations experience, enhancing customer satisfaction and loyalty.

- **Design tools:** Figma, Adobe XD, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Dimension, Aero
- **Development tools:** HTML/CSS, JavaScript, React, React Native, SQL, PHP, Bootstrap, Tailwind, WordPress, Shopify, Webflow
- **Business Analytics:** SAP, PowerBI, Tableau, Microsoft Office

Experience

- **Web Marketing and Social Media Assistant - Internship** May 2023 – Present
Western Stains (Livios Canada), Vancouver
 - Created and managed web blog content, driving engagement and enhancing brand visibility.
 - Developed social media content strategies, contributing to increased follower growth and interaction.
 - Assisted in the development and optimization of the company's Shopify website, improving user experience and site functionality.
- **UX/UI Designer & Web Developer - Internship** May 2023 – July 2024
Evolve Branding, Vancouver, BC
 - Crafted distinctive logos and product designs, including packaging and 3D mockups, enhancing brand identity and achieving a 25% increase in market appeal.
 - Designed user-centric websites, prioritizing intuitive navigation and engaging user experiences, which led to a 30% improvement in user satisfaction.
 - Developed responsive and accessible websites using HTML and CSS, ensuring 100% compatibility across various devices and browsers.
 - Created comprehensive brand guidelines, ensuring consistency and coherence across all visual and marketing materials, reducing design revisions by 20%.
- **Freelance Web Designer** December 2023 – Present
 - Designed logos, brand identity and values, and user-friendly websites to enhance overall user experience and improve brand recognition.
 - Developed user experiences and website information architecture, including user flows, sitemaps, wireframes, and style guides, resulting in 20% faster project delivery.
 - Optimized payment processes and user flow calculations, enhancing site functionality and conversion rates for Shopify websites.
- **Front of House** February 2023 – March 2024
Momo Sushi, Vancouver
 - Managed operations for a dining restaurant, coordinating a team of 10 staff to deliver excellent service.
 - Took over 15 daily phone orders/ inquiries to ensure accurate information and increase sales.
 - Facilitated over 100 customers daily, resulting in increased customer satisfaction and loyalty.
- **Business Consultant** March – October 2022
Yip In Tsoi Co., Ltd., Bangkok, Thailand
 - Enhanced accounting software solutions for the Thai Comptroller General's Department, improving system efficiency by 20%.
 - Translated SAP and accounting software requirements into detailed design processes, achieving a 95% client satisfaction rate.
 - Played a key role in designing 5 accounting websites, ensuring alignment with user preferences and showcasing strong UI/UX capabilities, which resulted in positive feedback from clients and a 30% increase in user engagement.
- **Senior Associate Auditor** July 2018 - January 2021
PwC Thailand, Thailand
 - Analyzed data for public companies with revenues over \$400 million to identify fraud and control deficiencies, reducing financial misstatements to less than 5%.
 - Experienced with accounts payable, accounts receivable, and month-end procedures including account reconciliations and report preparations following GAAP.
 - Led a team to complete audits in 5 weeks instead of the usual 8, through effective planning, communication, and team management, conducting audits for over 10 local and international companies.
- **Accounting Auditor - Internship** May - July 2017
EY Thailand, Thailand
 - Earned an honorable mention as part of the top 5 groups out of 30 in the 2017 EY Auditing Challenge, recognized for demonstrating exceptional auditing skills and analytical expertise.
- **Graphic Designer - Volunteer** 2016 - 2017
Deekanna Chulalongkorn Activity Club, Chulalongkorn University, Thailand
 - Designed promotional materials including posters, printed ads, and social media content, increasing social media engagement by 15% for a video competition promoting kindness, empathy, and community awareness.
 - Created visually engaging content to showcase acts of kindness and inspire community involvement and positive social behavior.
- **Diploma of New Media Design and Web Development** January 2023 - July 2024
British Columbia Institute of Technology
 - GPA 90%, with high distinctions in UI/UX Strategy, Web Scripting, App Development Strategy, Information Architecture, Testing and Debugging and Motion Graphic.
- **Bachelor of Accountancy, Second Honor** 2014 – 2018
Chulalongkorn University, Thailand
 - Accounting, business administration and information analysis, financial, statistics, marketing, and information technology and ethics.