Adrian Lin

adrian.mh.lin@gmail.com • 1-646-707-5305 • www.linkedin.com/in/adrianmhlin

ABOUT ME

I am a UX designer and web developer. I enjoy creating efficient, usable, and most importantly, memorable experiences in the apps I design and create. As a web developer, I focus primarily on front-end development, and as a UX designer, I enjoy interaction design, information architecture, and usability testing, but I am well-versed in all phases of the UX process.

EDUCATION

University of Pennsylvania
2012 • Philadelphia, PA, U.S.A.
B.A. in Linguistics • Communication
Minor in Consumer Psychology
GPA 3.75 • Graduated Magna Cum Laude

Imperial College Business School
2013 • London, United Kingdom
MSc in Management • Digital Business
Graduated with Merit

General Assembly
Web Development Immersive
Aug, 2014 • New York City, NY, U.S.A.
Built a web app that interfaces with the Apple Store API and sorts iOS apps by colors and lets users make and save iPhone 6 mockups.

General Assembly
User Experience Design Immersive
Dec, 2015 • New York City, NY, U.S.A.
Redesigned the Inked Voices website via the UX process with an emphasis on information architecture and prototyping.

MY SKILLS

UX Design
- UX Design
- Information Architecture
- Interaction Design
- Prototyping
- Usability Testing
- Sketch 3
- Photoshop
- Omnigraffle
- Axure

Coding
- HTML
- CSS
- JavaScript
- jQuery
- Ruby-on-Rails
- SASS

Productivity
- Trello + Elegantt
- JIRA
- Evernote
- Grafio (iOS)

Human Languages
- Mandarin
- Cantonese
- Spanish
- French

MY EXPERIENCE

User Experience Designer · *Inked Voices*   Feb, 2016
- Conducted card-sorting to redesign the site navigation and information architecture.
- Wireframed, prototyped, and user-tested the site, and iterated upon user feedback.
- Strategically realigned site content to match with stakeholders' business goals.

Front End Web Developer · *RevTrax*   Jan – Oct, 2015
- Created mobile-friendly responsive websites for coupon campaigns.
- Researched and presented UX and usability issues to streamline the company's internal functioning, with some recommendations eventually being implemented.
- Tested and set up consumer data analytics tracking on campaigns.

Grand Prize Winner · *Photo Hack Day NYC by Aviary*   Dec, 2014
- With team built *Shorts*, a mobile-focused web app for private, shareable, editable albums.
- Task-flowed, wireframed, prototyped, designed, and coded the UI with HTML, CSS, and jQuery.
- Worked with Ruby-on-Rails for user authentication and user-related back-end systems.

Marketing & Media Coordinator · *Kelly Faetanini, LLC*   Nov, 2013 – Apr, 2014
- Redesigned company website using UX principles to maximize ease of use and sales potential.
- Managed KF's social media presence and created infographics and visual content for sharing.
- Organized the Spring 2015 Collection Fashion Shoot and filmed the behind-the-scenes action.

Consultant · *Mint Digital*   Jun – Jul, 2013
- Produced a report informed by market research on the competitor landscape and strategies.
- Presented to clients on our team's suggested marketing tactics and positioning for the company.

Leasing Trainee · *Cheung Kong Holdings Ltd*   Aug, 2011
- Directed, produced and edited an instructional video for a customer loyalty program.
- Wrote copy for printed mall promotional materials.

Marketing & Consumer Insights Intern · *AS Watson*   Jul– Aug, 2010
- Coordinated the assembly of daily supermarket promotion print ads.
- Undertook marketing research and designed surveys.
- Surveyed store operations from storage to distribution and supply chain.