



# Adrian Lin

## UX Designer & Web Developer

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# Hi, I'm Adrian

I am a **UX designer & web developer**. I like designing the **human-centered experience** and **translating it into code** so that it is intuitive, efficient, and enjoyable. I believe in the power of bringing **interdisciplinary fields of knowledge** to tackle a problem holistically so I am constantly learning and applying new skills.

## In my free time I...

Code up app ideas



Read to improve my skills



Learn (human) languages



Play Flamenco guitar



Icons from thenounproject.com. Computer by Ali Zizai, book by Benny Forsberg, translation by Ilsur Aptukov, guitar by Pham Thi Dieu Linh

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# My tools

Here are some of the tools I use for my work. These tools range **from design to coding to teamwork-related tools** so I can understand the process from start to finish. I am always trying out new tools and apps to find the **appropriate tool for the task**.

## Coding



HTML



CSS



JavaScript



jQuery



Ruby on Rails

## UX Design



Sketch



Invision



Grafiio



Photoshop

## Collaboration



Evernote



Trello



Google Drive

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# My Process

I follow the **double diamond** design process for my projects. Some of the common steps are listed below.

**User Interviews**  
A deep dive into understanding users

**Usability Testing**  
Seeing if users understand our design

**Competitive Research**  
Understanding what else is out there

**Prototyping**  
Creating something to test out with users

**Iterating**  
Redesigning based on results from the test

**Contextual Inquiry**  
Seeing users in their natural habitat doing the behavior you're studying

**Wireframing**  
Designing how it will look



**Affinity mapping**  
Seeing patterns from data

**Feature Prioritization**  
Prioritizing what to work given the project timeline and needs

**Presentation**  
Presenting the design to clients

**Personas**  
Identifying our target user types

**Journey Mapping**  
Seeing the user's emotional journey

**Handoff**  
Handing the designs off to be built

# My Projects



Redesigning the User Experience  
to Increase Signups



LinkedIn Projects:  
A Platform for Projects



Designing an Itinerary  
Feature for Yelp

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# Inked VOICES

## Redesigning the User Experience to Increase Sign Ups

### Problem

New visitors were not signing up because the website's **text-heavy and confusing layout** obscured the site's value.

### Solution

We **optimized the content and layout** so that the core features and benefits were clearer. In addition we added more sign up spots.

### My role

I focused on **content strategy, information architecture, and wireframing** to redesign the website and reprioritize the site's content.



# Understanding the users

We collected data from 94 people to find potential users who we interviewed to understand their behavior.



# Content audit and card sorting

To see how users expected the site to be laid out, we gave them navigation and content items from the site and **had users categorize the items**.



# Contextual Inquiry

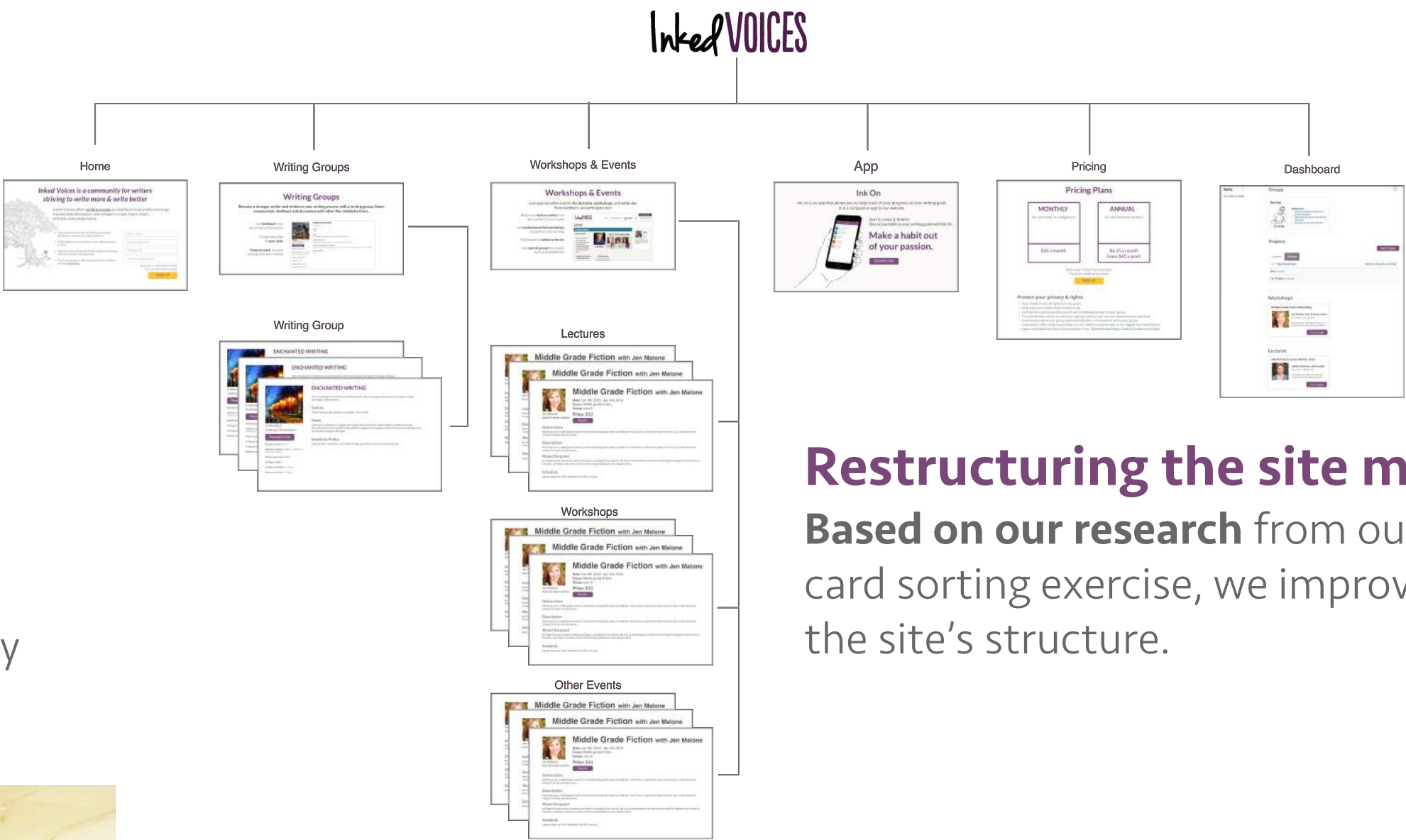
We **watched users use the site**, thinking out loud, to **understand from their point of view**.





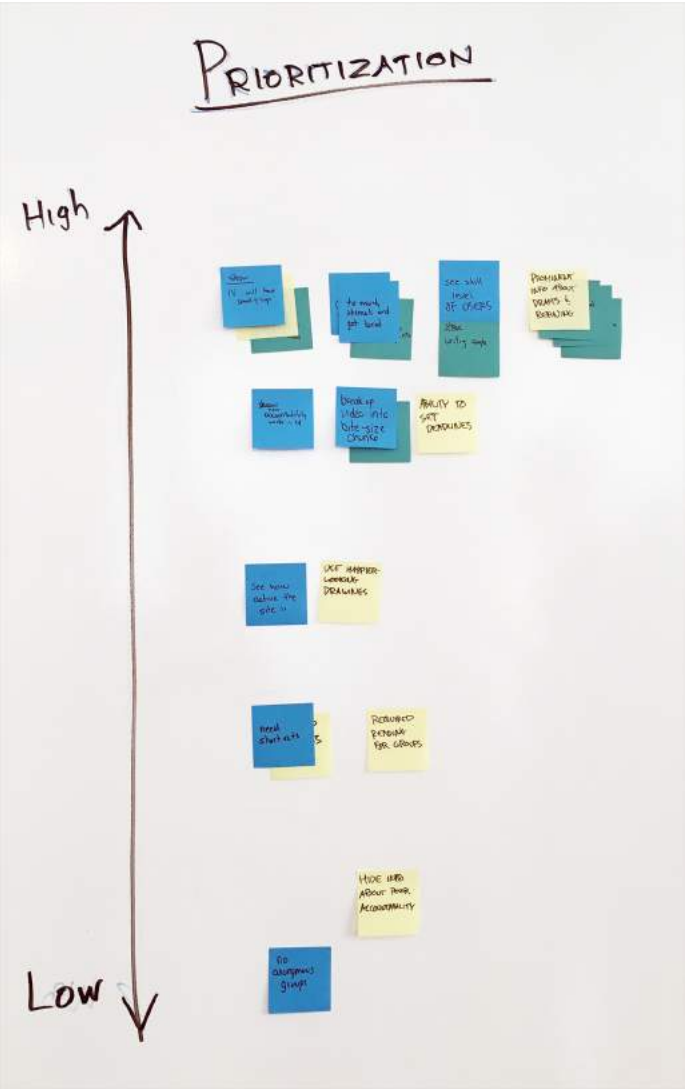
# Affinity Mapping & Personas

We **synthesized interview data** into affinity maps to see the big picture patterns.



**Restructuring the site map**  
Based on our research from our card sorting exercise, we improved the site's structure.

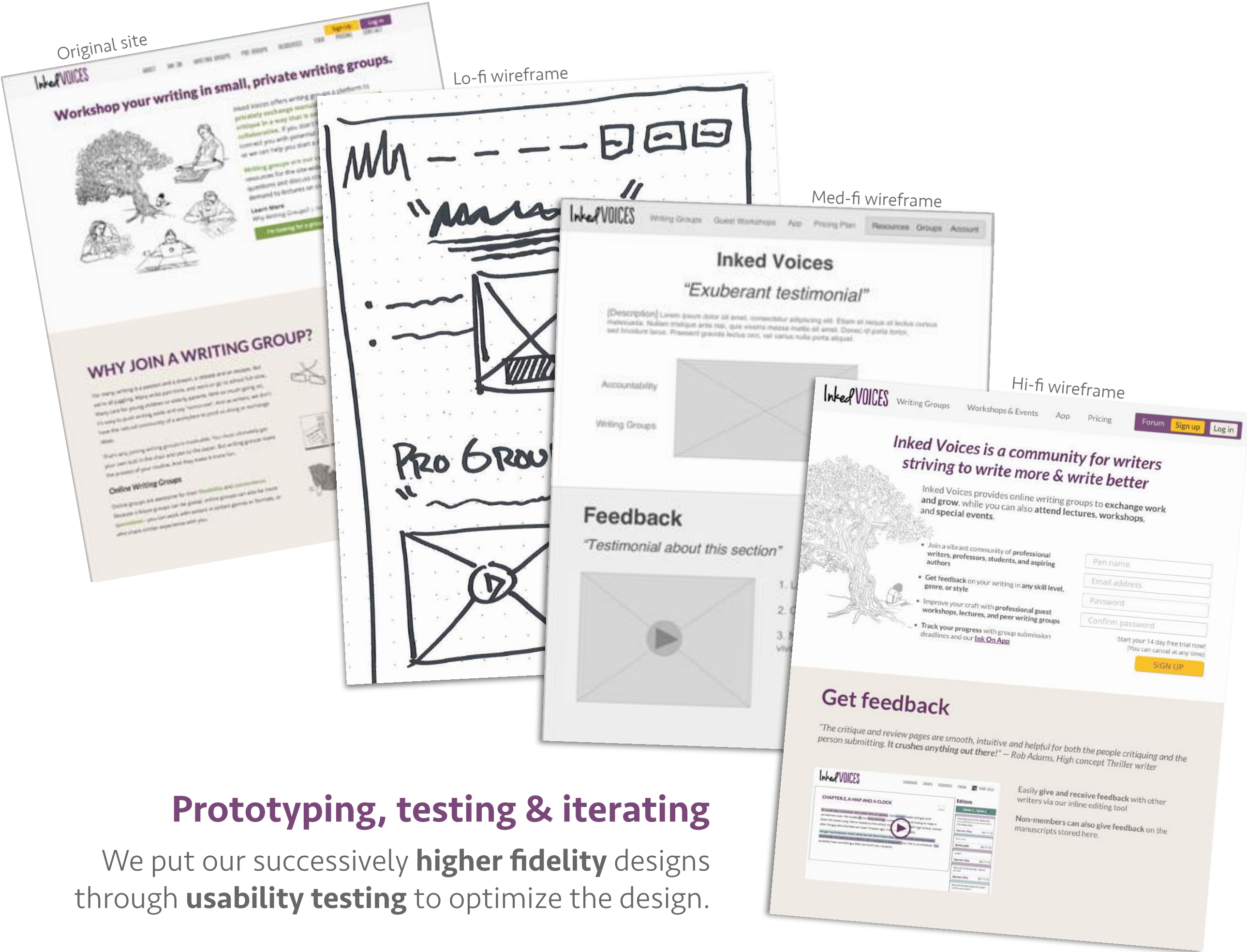
**Feature prioritization & tech research**  
We ranked features in importance and feasibility based on users' needs and **technical feasibility**.





# Iterative team design & wireframing

Through design studio exercises, we created a set of **wireframes based on our site map**, which we converted to high fidelity wireframes.



## Prototyping, testing & iterating

We put our successively **higher fidelity** designs through **usability testing** to optimize the design.



## LinkedIn Projects: A Platform for Projects

### Problem

People who want to **gain professional skills** don't have many options outside of jobs while people who have passion projects have trouble recruiting talent to **realize these projects**.

### Solution

We designed a platform that allowed people to **post project listings** for people to apply to. A structured setting also ensured people could **easily manage their projects** and work.

### My role

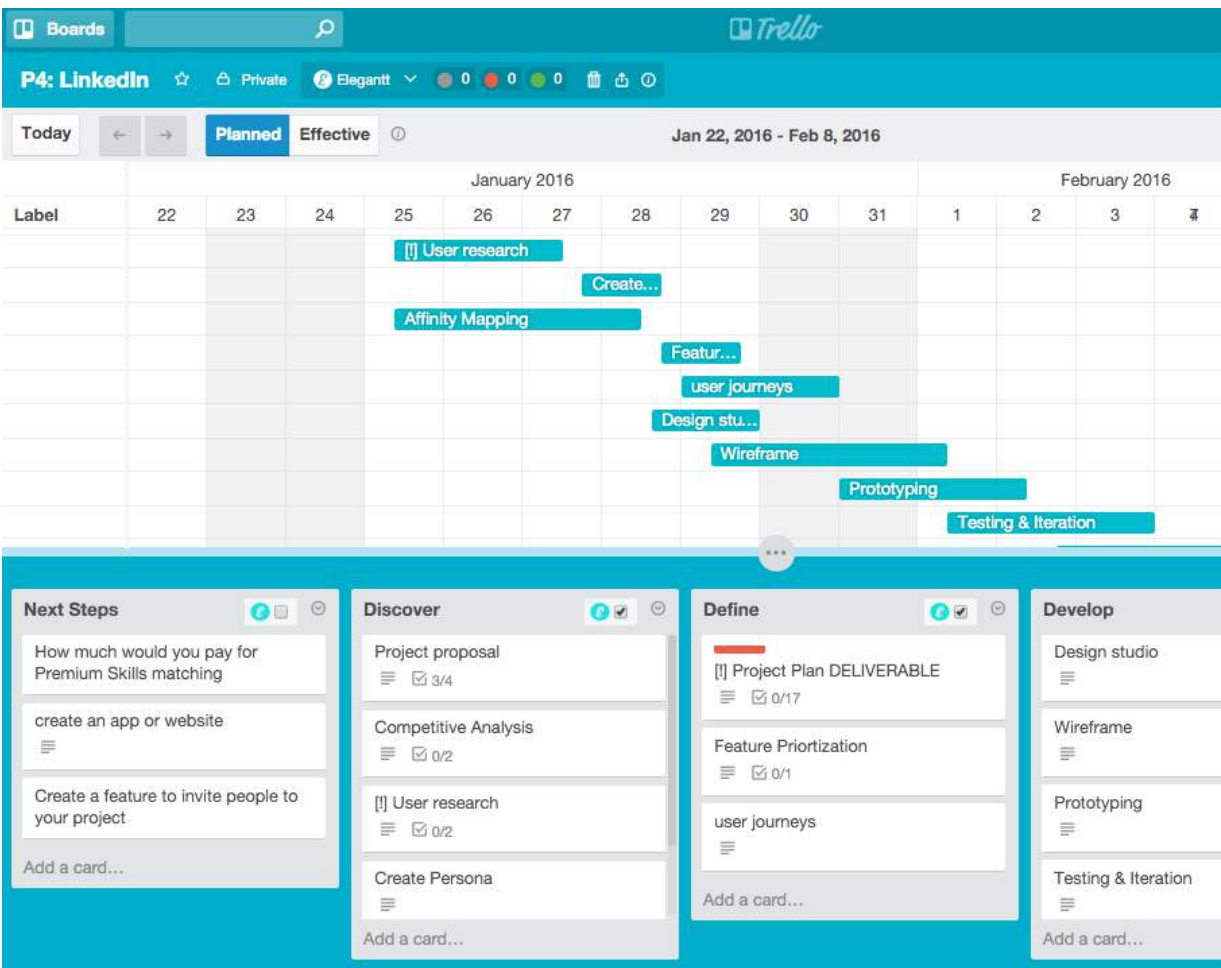
Aside from being the project manager, I focused on **user research, information architecture, interaction design**, and **usability testing** to design the native mobile app from a holistic perspective.

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# Managing the project

As the **project manager**, I set up the Google Drive documents and Trello with the Elegantt plugin and kept us on track.



# Understanding the problem

We **screened for people** and interviewed them. In addition, we **researched the market** for companies with similar value propositions.



# Affinity Mapping

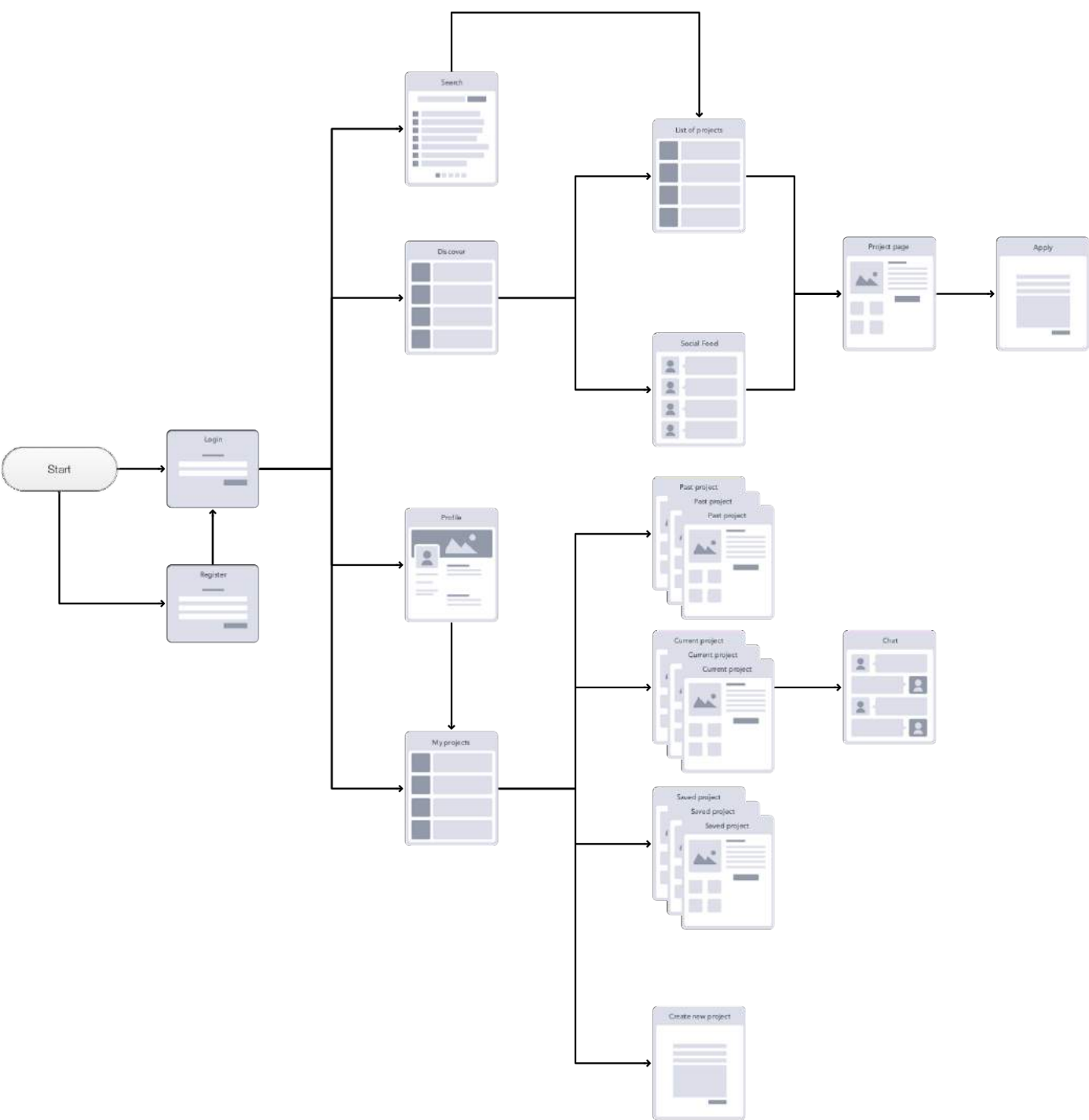
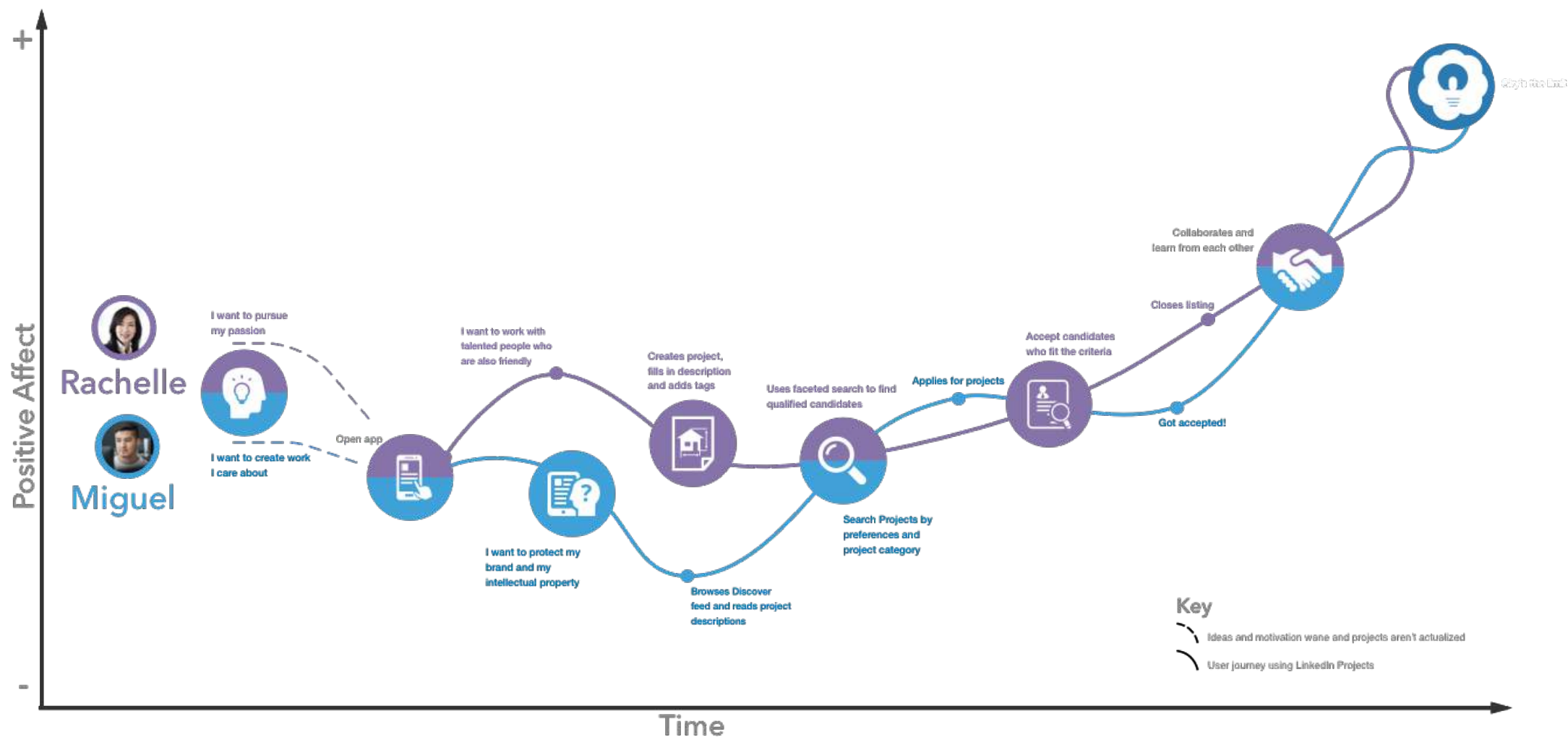
Using the interview data, we created affinity maps to **reveal patterns** and create personas





# Personas & Journey mapping

We created personas for our two primary user types. We also created a journey map to **understand users’ emotional journeys** as they used our app via the various touch points.

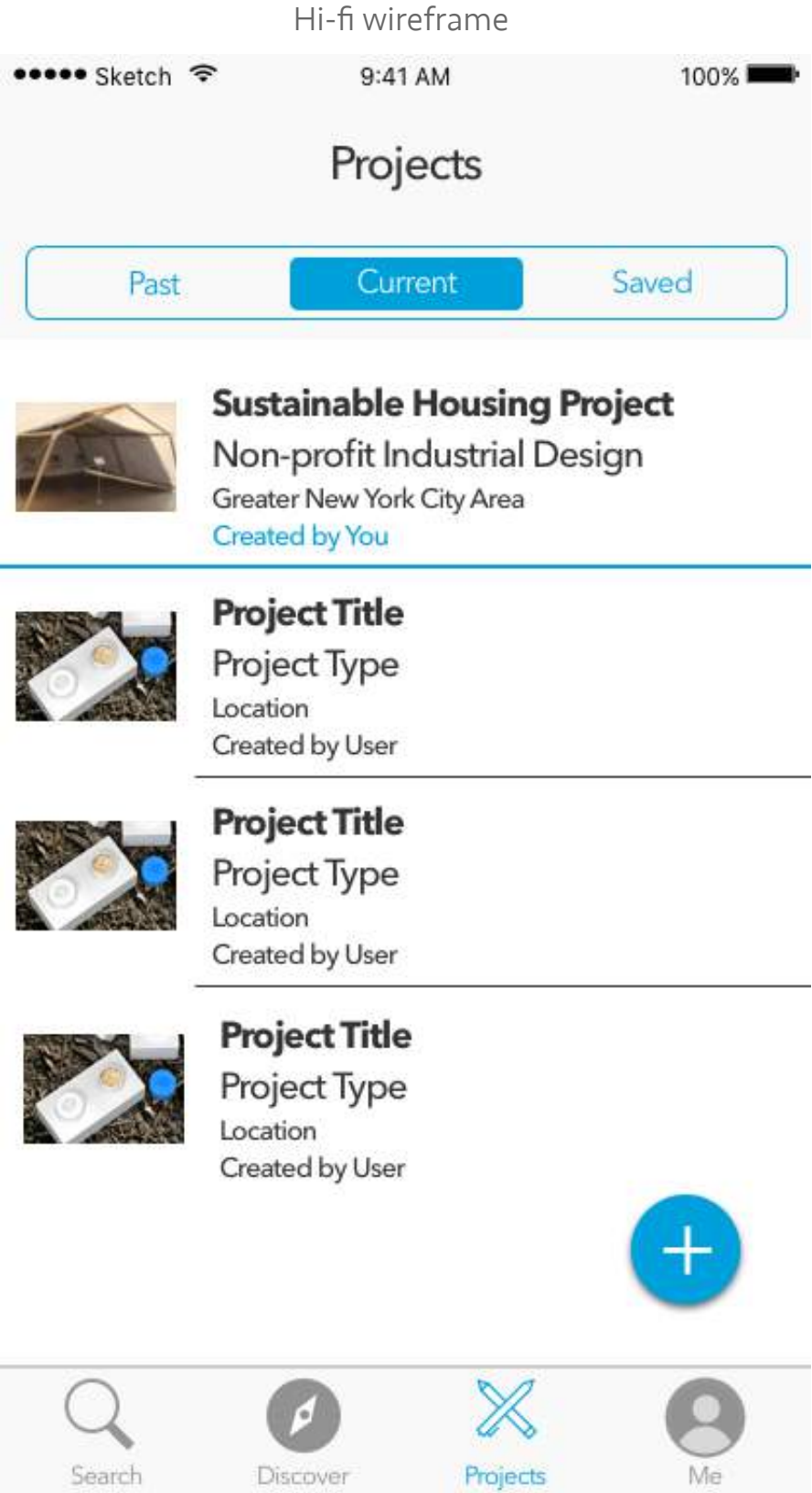


## Object-oriented UX & site mapping

Before wireframing, we **mapped content and objects onto screens** and made a site map / app flow hybrid to see how the pages went together.

# Design studio

After deciding each page's contents, my team **designed in timed sessions** and iterated until we reached consensus on the page's look



## Prototyping, testing & iterating

We prototyped the wireframes and tested with users. Because **the product is completely new** and untested, usability testing was very important.





## Designing an Itinerary Feature for Yelp

### Problem

Our class project brief envisioned Yelp wanting **to increase user engagement** by creating an itinerary feature for its product.

### Solution

We designed an **itinerary feature** for Yelp that addressed the needs of the users and tested it until its design was easily understood.

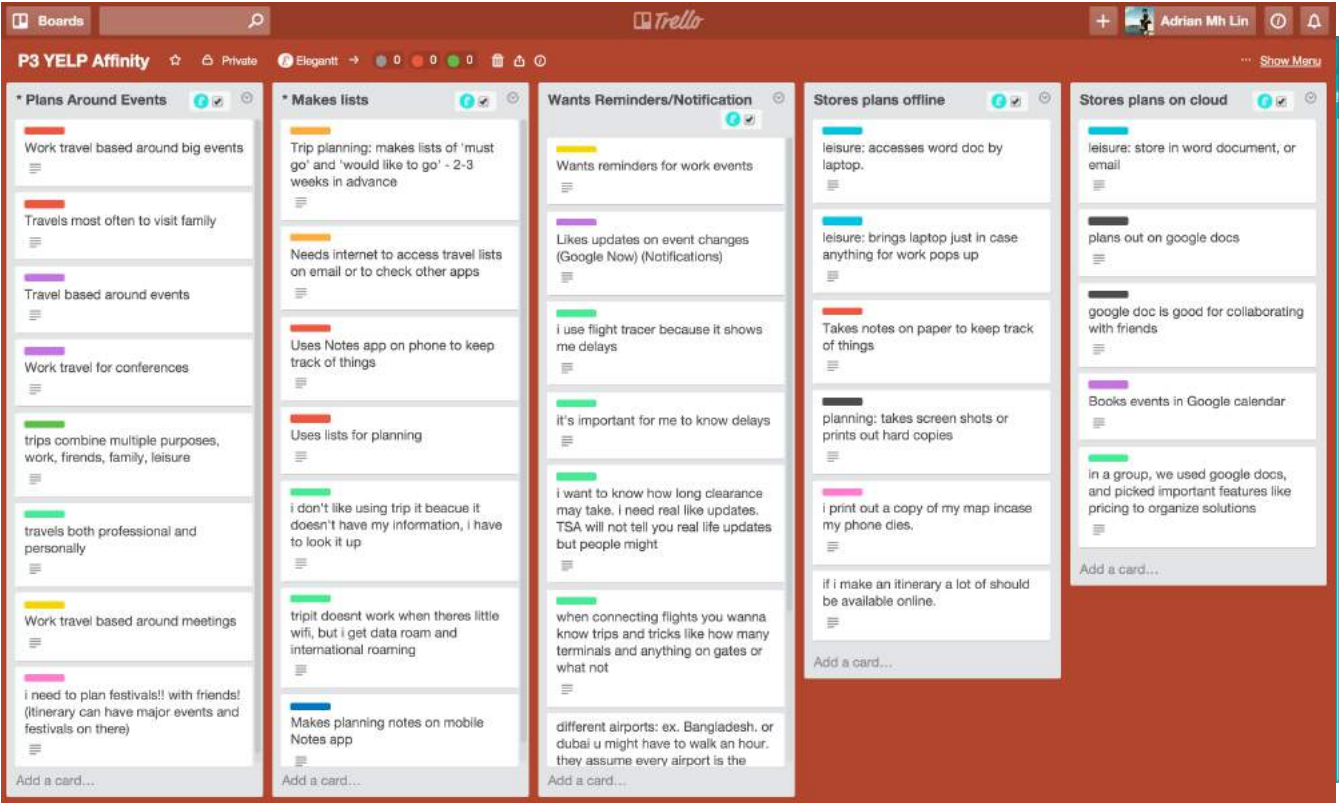
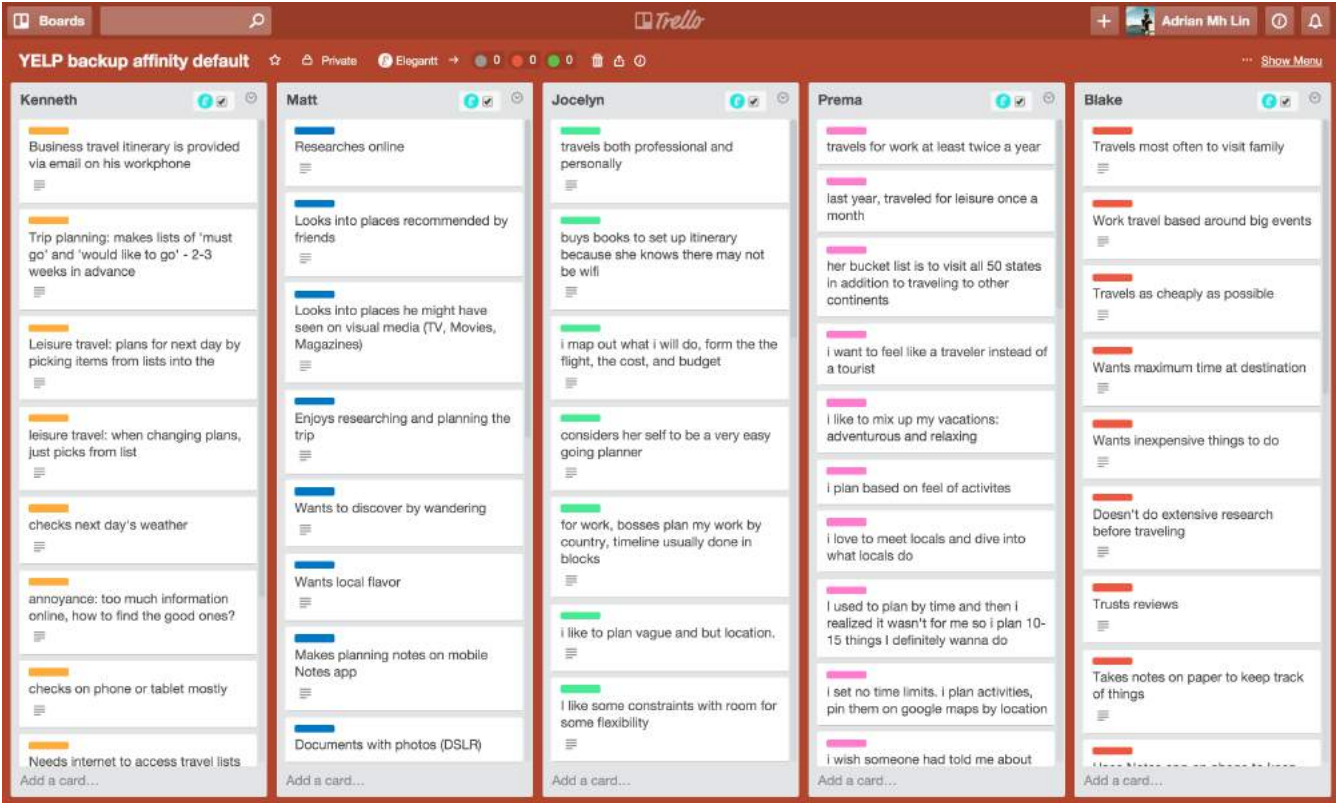
### My role

Aside from being the project manager, I focused on **wireframing**, **prototyping**, and **user-testing** in this project.



# Synthesizing data

After screening interviewees and gathering their data, **we used Trello to identify patterns** in user behaviors.



## Susan

"I've got a great idea for..."

**AGE 38**  
**OCCUPATION** Marketing Manager

Susan is a Marketing Manager and goes out with friends to feel connected. She frequently experiences to her network.

Susan tries to travel as much as possible on trips with her friends. She uses a lot of trip planner, she uses a lot of locations she thinks the network everyone but is not always expectations.

**NEEDS**  
Ability to Update Plans  
Collaborative Planning  
Social Integration  
Ways to Document

**PAINS**  
Touristy Recommendations  
Finding Trustful Information  
Poor Mobile Experience

**Travel Frequency**  
★★★★★

**Creates Itineraries**  
★★★★★

**Documents Trips**  
★★★★★

**Tech Empathy**  
★★★★★

**The Planner**

## Philip

"We'll figure it out when we get there. Relax, the..."

**AGE 30**  
**OCCUPATION** Freelance Graphic Designer

Philip is a Freelance Graphic Designer and self-proclaimed design inspiration, he enjoys riding his bike around the city photographs. He considers himself a "go with the flow" type who loves finding new things before they become popular.

Philip likes to visit areas within a reasonable driving distance make a short list of the main things he wants to accomplish specific location. Outside of that, he is more interested in finds something or until he gets suggestions from the internet he enjoys taking photos while traveling. He also has a journal of his experiences.

**NEEDS**  
Maps  
Location-Based Information  
Minimal User-Input  
Intuitive Layout

**PAINS**  
No Internet Data  
Reviews from Non-Locals  
Poor Design

**Travel Frequency**  
★★★★★

**Creates Itineraries**  
★★★★★

**Documents Trips**  
★★★★★

**Tech Empathy**  
★★★★★

**Mr. Go with the Flow**

## Tobi

"Can I fit this in between meetings? I'll check my schedule."

**AGE 23**  
**OCCUPATION** Architectural Intern

Tobi is an Architectural Intern finishing up her Master's Degree. She spends a lot of time studying and working but likes to visit museums and attend cultural events when she has the time. She likes hanging out with her friends but also doesn't mind experiencing new things on her own.

Since she needs to meet with clients and do site visits regularly, Tobi travels quite frequently for work. After setting up most of the schedule, the Office Admin emails all the details to Tobi. Work itineraries are very rigid, and there usually isn't a lot of free time, but she tries to fit some activities in where she can. If anything, makes sure to find a few good places to eat while on business trips.

**NEEDS**  
Schedule Events by Time  
Ability to Add or Sync Meetings  
Reminders for Work Events  
Notifications for Planning Changes

**PAINS**  
Receiving Suggestions Too Far Away  
Getting Stuck in Crowded Places  
Too Many Suggestions

**Travel Frequency**  
★★★★★

**Creates Itineraries**  
★★★★★

**Documents Trips**  
★★★★★

**Tech Empathy**  
★★★★★

**Fun Finagler**

PRIMARY

SECONDARY

# Creating the personas

From this data we created personas to make tangible the users we are serving as well as **clarify how we can best serve them.**



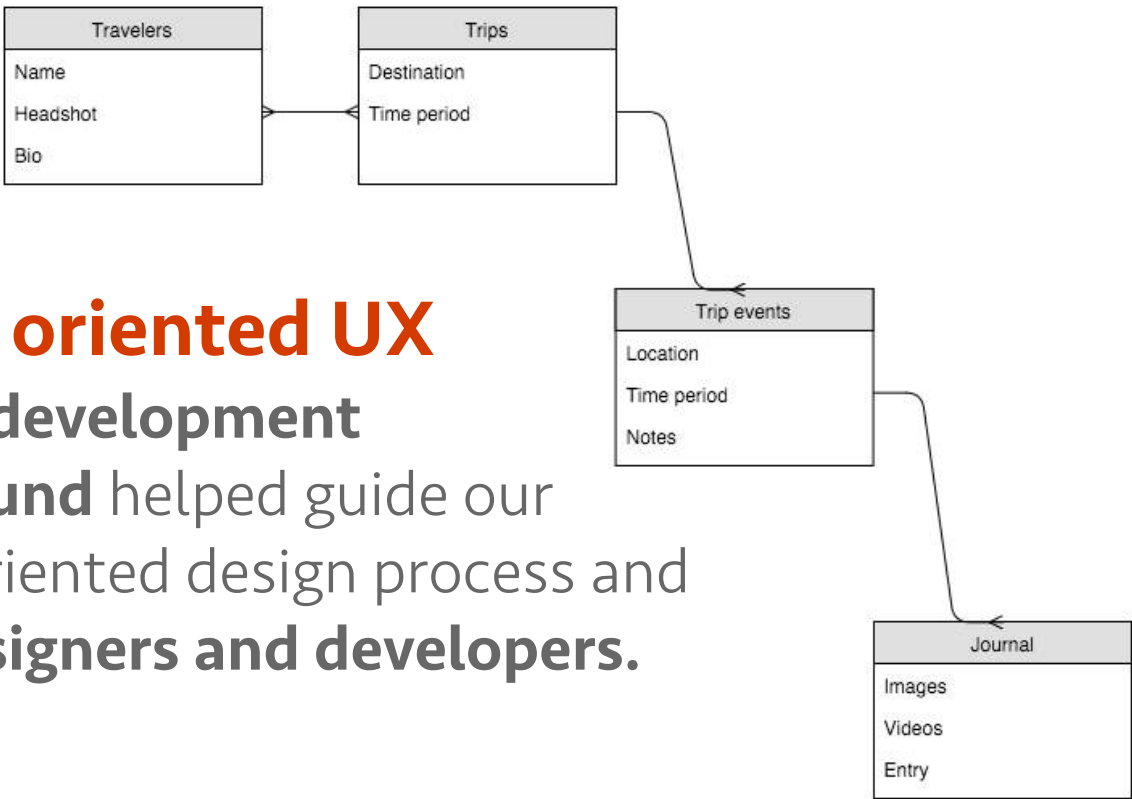
Must	Should	Could	Won't
<ul style="list-style-type: none"> <li>❖ Allow travelers to <b>create itineraries</b> with designated locations and services</li> <li>❖ Allow travelers to <b>record</b> their actual experiences</li> <li>❖ Allow travelers to <b>view itineraries offline</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ Allow for <b>organization of travel plans</b> based on time, categories, preferences of traveler(s)</li> <li>❖ Be <b>mobile</b> friendly</li> <li>❖ Allow for reading and writing <b>reviews</b></li> <li>❖ Allow for <b>collaboration</b> with travel partners</li> </ul>	<ul style="list-style-type: none"> <li>❖ Convert between imperial and metric measurements as necessary</li> <li>Allows travelers to store information while offline to later update when online</li> <li>❖ Connect to <i>Google Calendar</i> to allow travelers to pull relevant information as necessary ex: flight details</li> </ul>	<ul style="list-style-type: none"> <li>❖ Allow travelers full access to Yelp's database offline</li> </ul>

## Feature prioritization

We **prioritized our personas' needs** to identify a **minimum viable product** to fit the project time constraints.

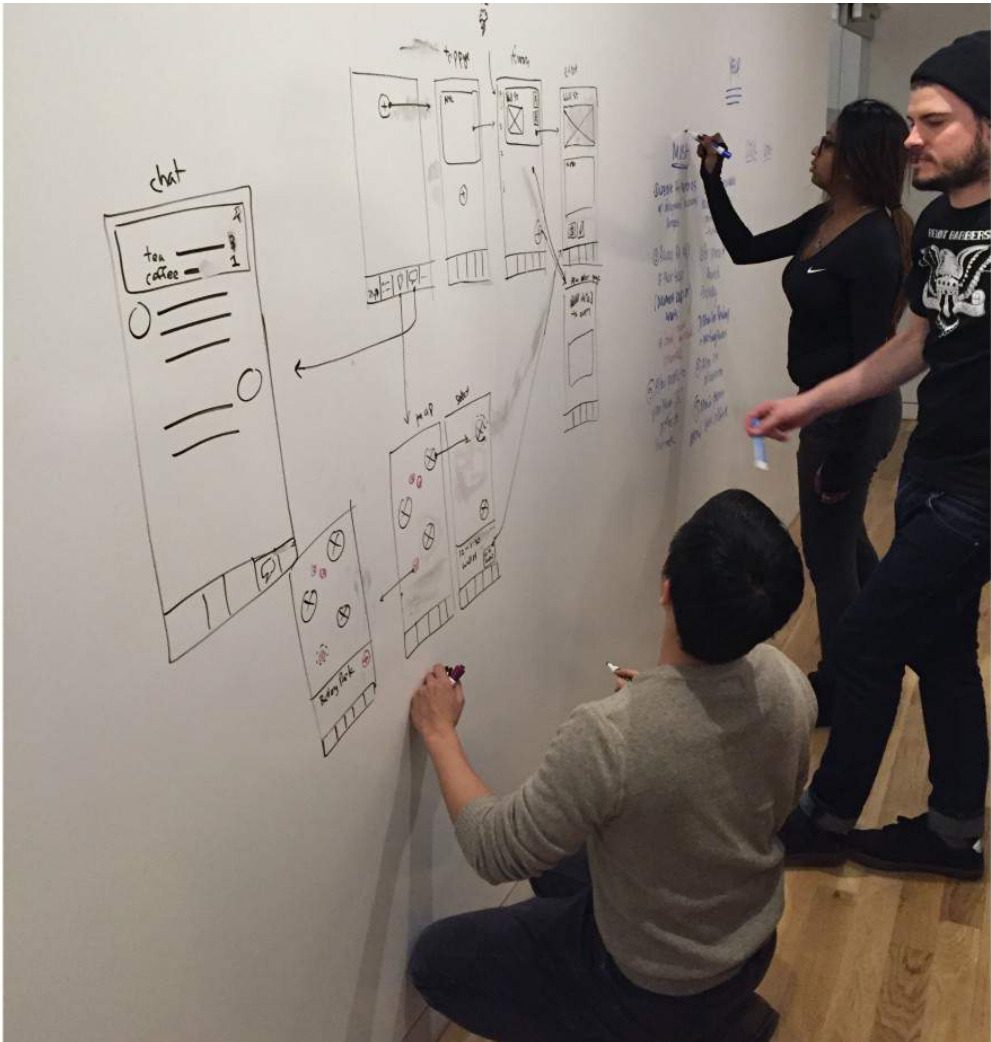
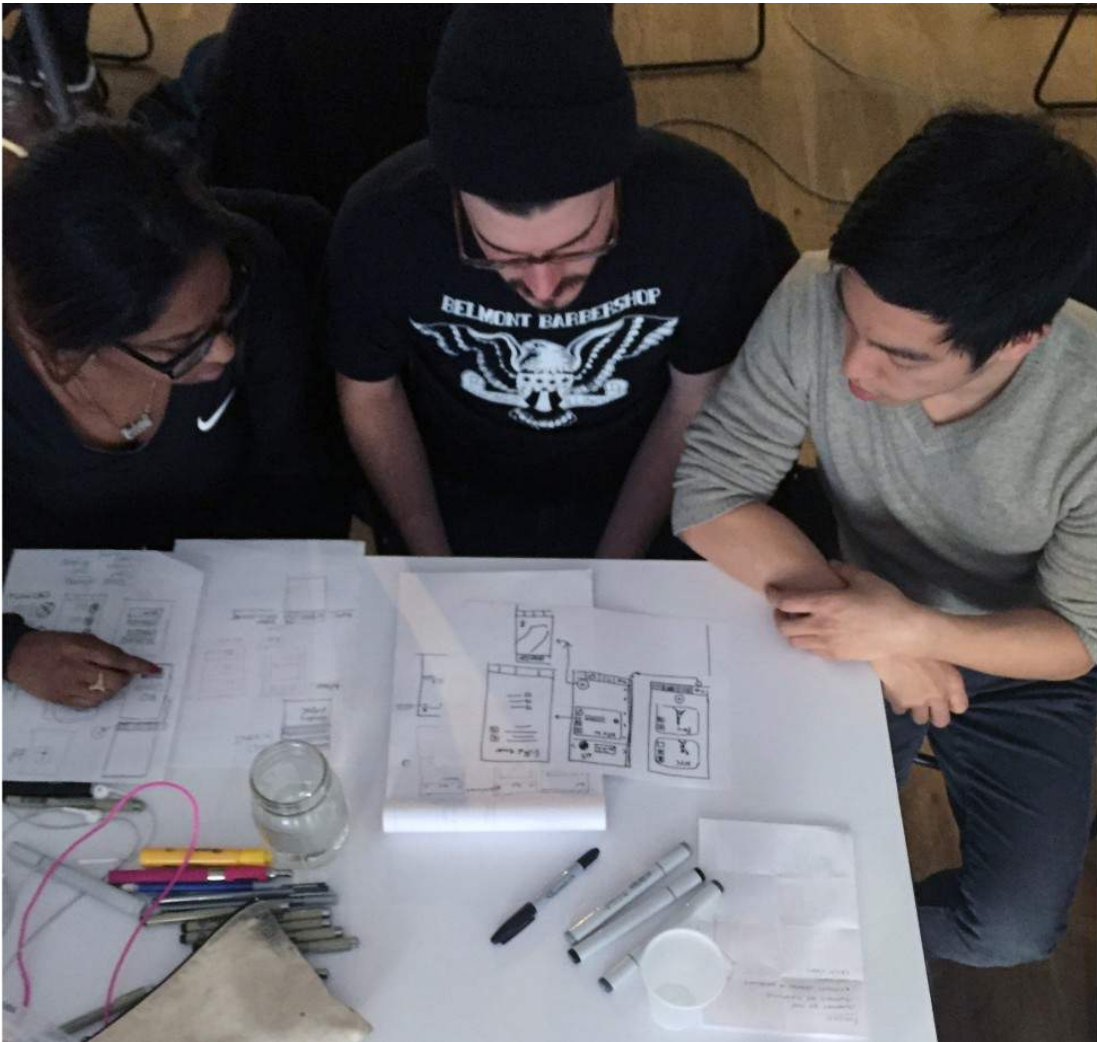
## Group design sessions

After deciding on the features, we started **sketching as a group** and **designing the wireframes** for our designs.



## Object oriented UX

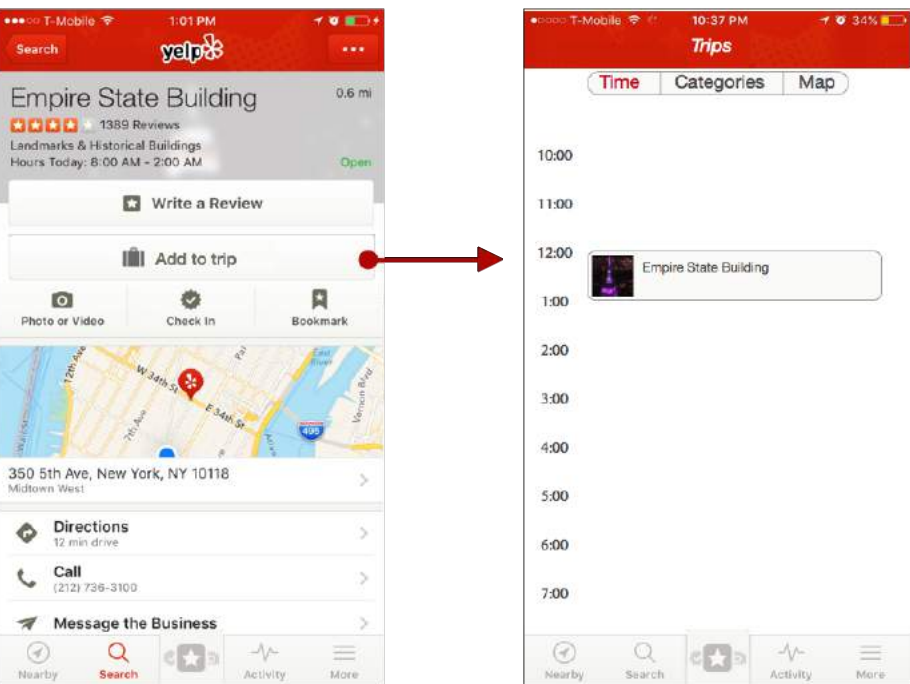
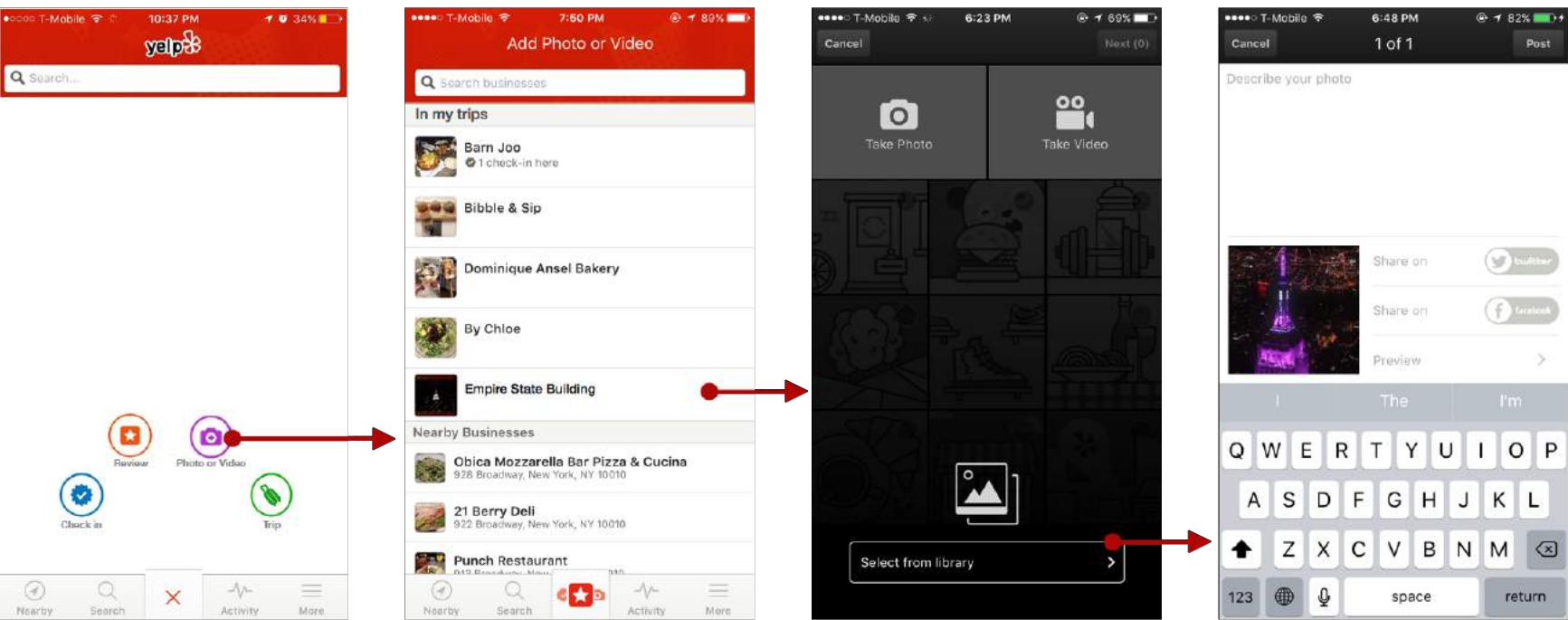
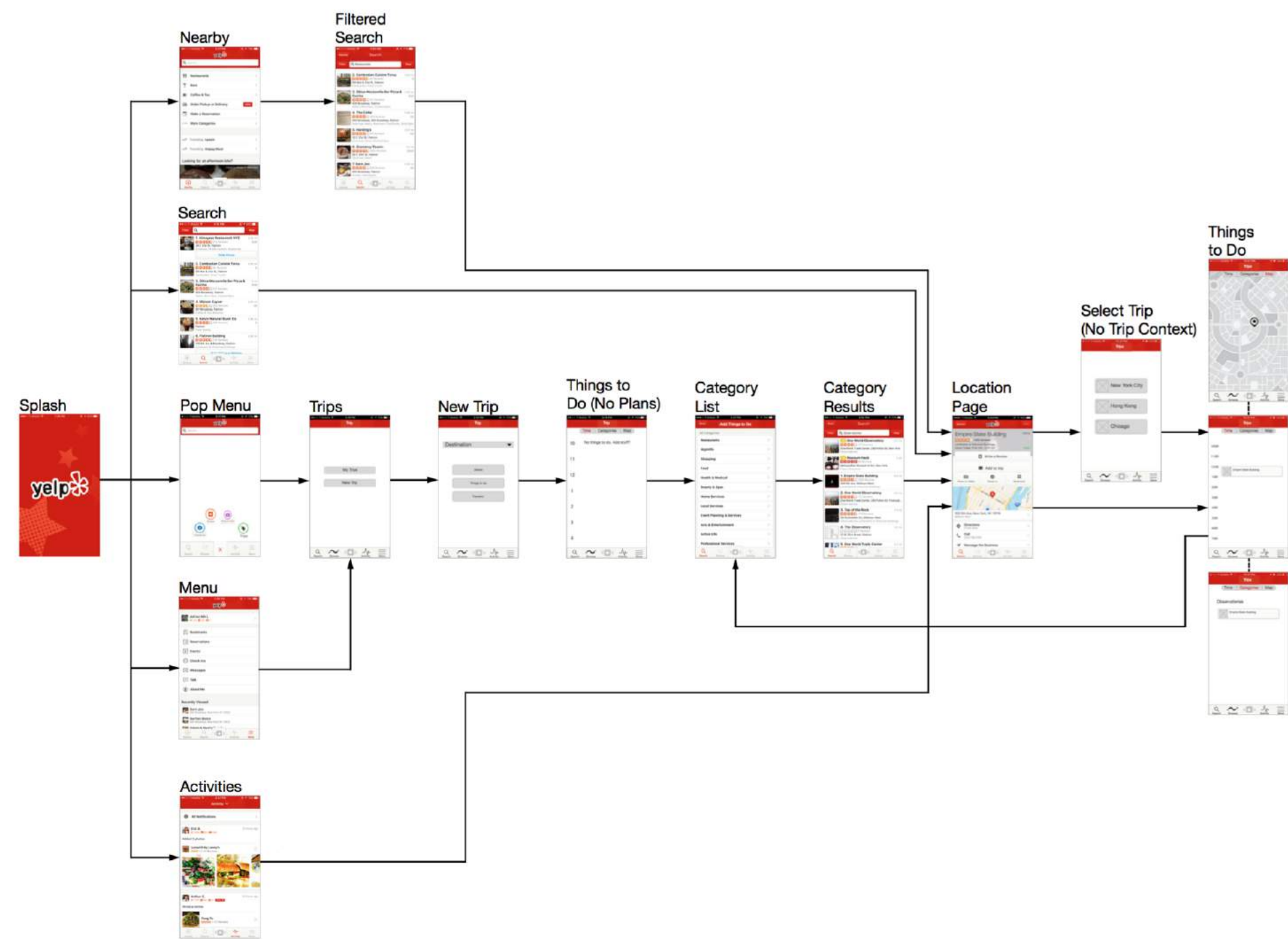
My **web development background** helped guide our object-oriented design process and **align designers and developers.**





# Understanding the app flow

To understand where the feature would fit in the current app, we mapped out the app map and user flow, combining them into a hybrid app flow.



## Prototyping, testing, and iterating

We tested out several designs and iterated to **improve areas users found difficult**. When no more errors were found, we finalized the project.



# Let's talk!

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