

# Adrian Lin

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## 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.

## 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
- Grafo (iOS)

### Human Languages

- Mandarin
- Cantonese
- Spanish
- French

## MY EXPERIENCE

### UX Consultant • 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

- Built *Shorts* with team, 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.

## 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.