



Adrian Lin

UX designer & web developer

I enjoy creating efficient, usable, and most importantly, memorable experiences in the apps I design and develop. 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.

 adrianlin.nyc@gmail.com  1-908-525-1360  adrianlin.com

Education

General Assembly

User Experience Design Immersive • 2015
Web Development Immersive • 2014
Completed a number of projects in web development and UX design

Imperial College Business School

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

University of Pennsylvania

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

Find me online

[linkedin.com/in/adrianmhlin](https://www.linkedin.com/in/adrianmhlin) 
github.com/adrianmhlin 
twitter.com/adrianmhlin 
[pinterest.com/adrianmhlin](https://www.pinterest.com/adrianmhlin) 

Experience

Inked Voices

UX Designer • Feb, 2015
• 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.

RevTrax

Front End Web Developer • 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.

Photo Hack Day NYC

Hackathon Grand Prize Winner • Dec, 2014
• Built *Shorts* with team, a mobile-focused app for private, shareable, editable albums.
• Task-flowed, wireframed, prototyped, and coded the UI with HTML, CSS, and jQuery.
• Worked with Ruby-on-Rails for user authentication and user-related back-end systems.

Kelly Faetanini

Marketing & Media Coordinator • Nov, 2013 - Apr, 2014
• Redesigned company website using UX principles to maximize ease of use and sales.
• Managed KF's social media and created visual content for sharing.
• Organized the Spring 2015 Collection Fashion Shoot and filmed the event.

Mint Digital

Consultant • Jun - Jul, 2013
• Produced a report from market research on the competitor landscape and strategies.
• Presented to clients suggested marketing tactics and positioning for the company.

UX Design

★ ★ ★ ★ ★ Invision
★ ★ ★ ★ ★ Sketch 3
★ ★ ★ ★ ★ Omnigraffle
★ ★ ★ ★ ★ Photoshop

Coding

★ ★ ★ ★ ★ HTML / CSS
★ ★ ★ ★ ★ JavaScript
★ ★ ★ ★ ★ jQuery
★ ★ ★ ★ ★ Wordpress
★ ★ ★ ★ ★ Ruby on Rails

Productivity

★ ★ ★ ★ ★ Evernote
★ ★ ★ ★ ★ Trello
★ ★ ★ ★ ★ Google Drive
★ ★ ★ ★ ★ JIRA

(Human) Languages

★ ★ ★ ★ ★ Mandarin
★ ★ ★ ★ ★ Cantonese
★ ★ ★ ★ ★ Spanish
★ ★ ★ ★ ★ French