



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.



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adrianlin.com

Education

Coursera - UC San Diego

Interaction Design • Present

Completed six UX-related courses and in currently finishing up final course and capstone project

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

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 on UX issues, resulting in solutions 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.

A.S. Watson

Marketing & Customer Insights Intern • Jul - Aug, 2010

- Designed surveys to evaluate customer satisfaction.
- Carried out competitive analyses of supermarket loyalty programs.
- Coordinated promotional advertisements for circulation among major local newspapers.

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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