



# 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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## 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

## 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.

## Find me online

linkedin.com/in/adrianmhlin



github.com/adrianmhlin



twitter.com/adrianmhlin



pinterest.com/adrianmhlin



### UX Design

- |           |             |
|-----------|-------------|
| ★ ★ ★ ★ ★ | Invision    |
| ★ ★ ★ ★ ★ | Sketch 3    |
| ★ ★ ★ ★ ★ | Omnigraffle |
| ★ ★ ★ ★ ★ | Photoshop   |

### Coding

- |           |               |
|-----------|---------------|
| ★ ★ ★ ★ ★ | HTML / CSS    |
| ★ ★ ★ ★ ★ | JavaScript    |
| ★ ★ ★ ★ ★ | jQuery        |
| ★ ★ ★ ★ ★ | Ruby on Rails |
| ★ ★ ★ ★ ★ | SASS          |

### Productivity

- |           |              |
|-----------|--------------|
| ★ ★ ★ ★ ★ | Evernote     |
| ★ ★ ★ ★ ★ | Trello       |
| ★ ★ ★ ★ ★ | Google Drive |
| ★ ★ ★ ★ ★ | JIRA         |

### (Human) Languages

- |           |           |
|-----------|-----------|
| ★ ★ ★ ★ ★ | Mandarin  |
| ★ ★ ★ ★ ★ | Cantonese |
| ★ ★ ★ ★ ★ | Spanish   |
| ★ ★ ★ ★ ★ | French    |