Adrian Lin

UX Designer & Web Developer

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Hi, I'm Adrian

I am a UX designer & web developer. I design the human-centered experience and translate it into code in an intuitive, efficient, and enjoyable manner. I believe in the power of bringing interdisciplinary fields of knowledge to tackle problems holistically.

I have many interests

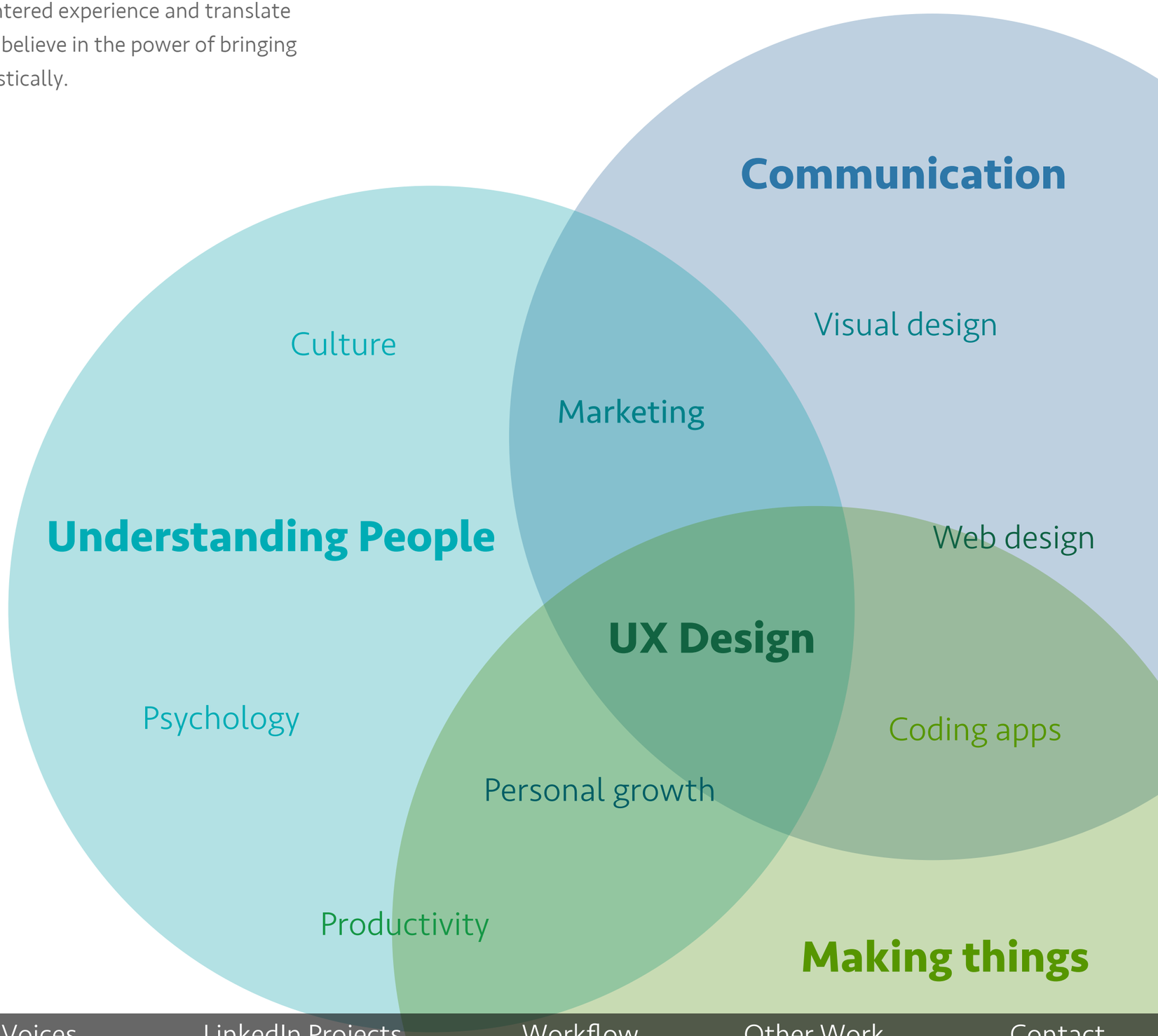
I am fascinated by the world. I am always reading and teaching myself new skills, whether it is a design tool, a programming language, or a human language. My interdisciplinary interests is probably why I am in a field such as UX Design.

In my free time I...

Learn (human) languages

Ponder the mysteries of life

Play flamenco guitar



My Tools

Here are some of the tools I use for my work. These 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 best tool for the task.

Programming

HTML CSS JavaScript jQuery Ruby on Rails

UX/UI Design

Sketch Invision Grafio Photoshop

Collaboration

Evernote Trello Basecamp

My Process

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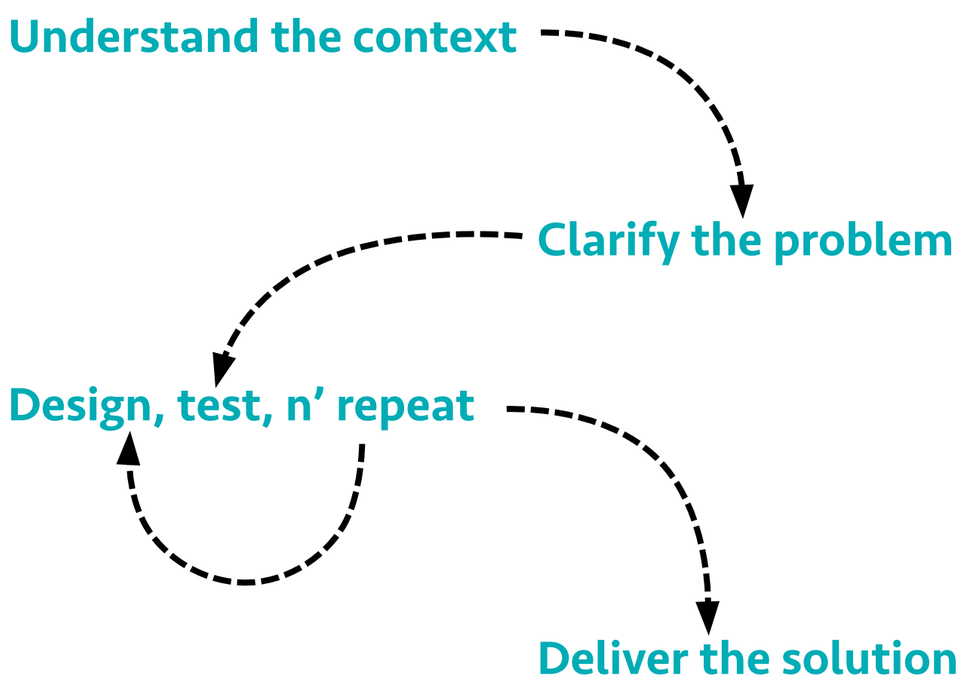


Inked VOICES

Redesigning the User Experience to Increase Sign Ups

Problem

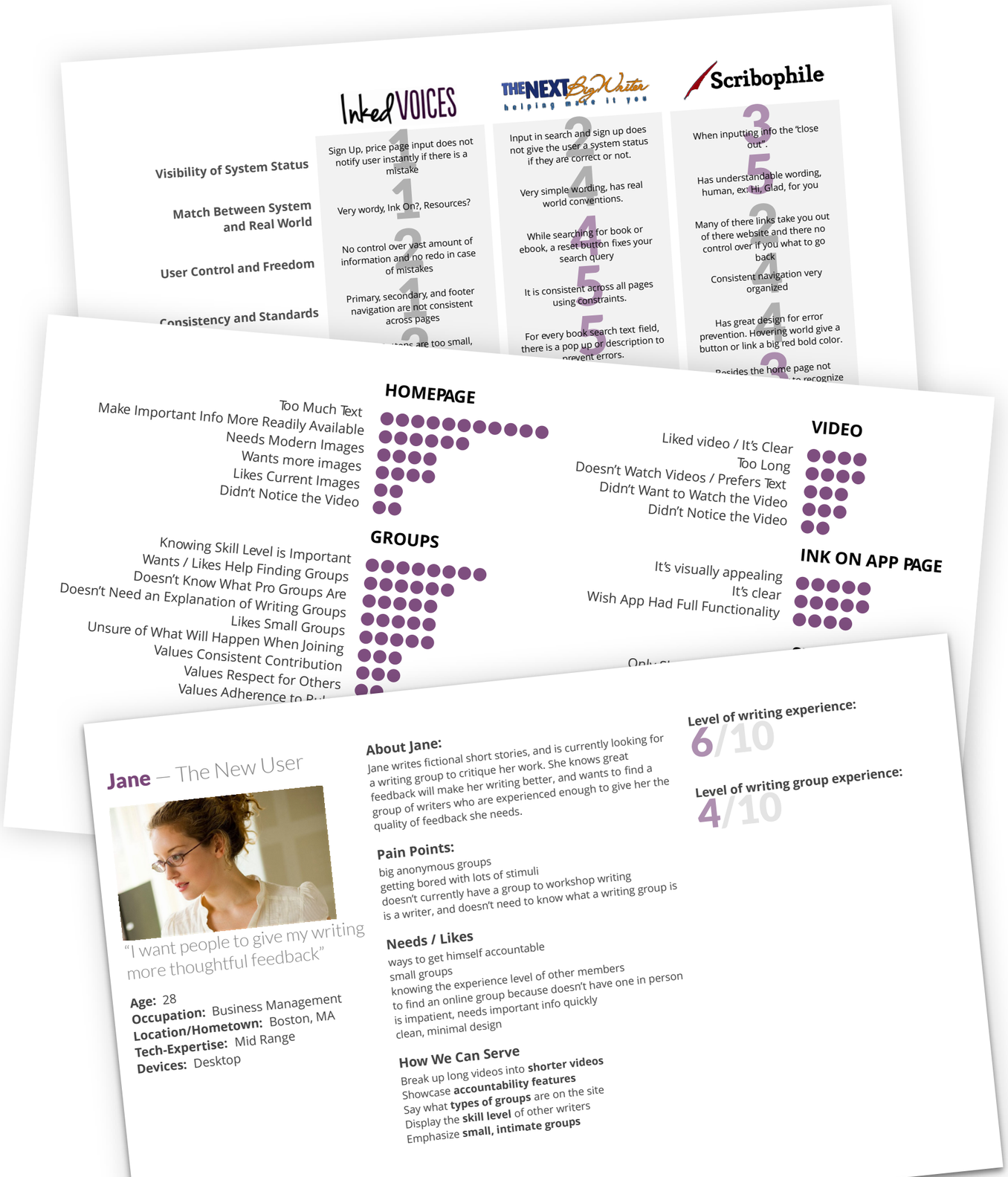
New visitors were not signing up because the website's text-heavy and confusing layout obscured the site's value.

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.



Competitive Research

We looked at similar sites and services to understand how the industry and sites work. In addition we compared features to gain inspiration for our future designs.

User Research

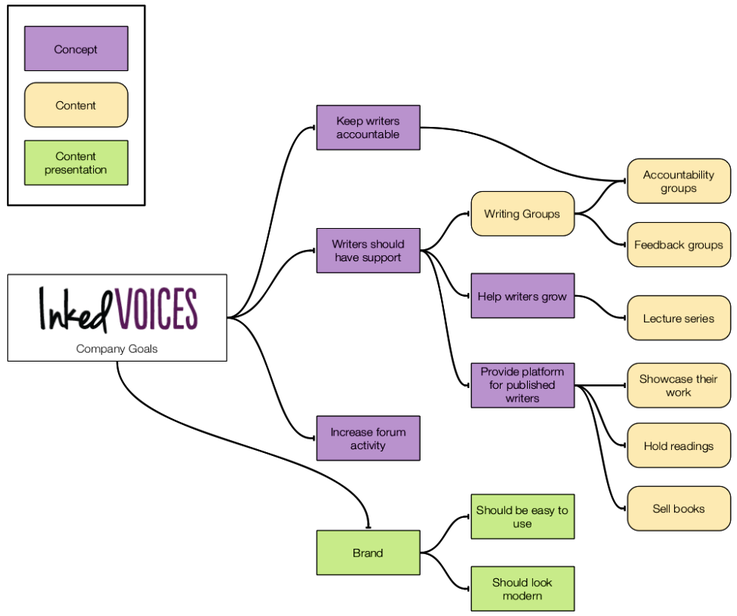
We collected data from 94 people to find potential users who we interviewed to understand their behavior. In addition, we conducted contextual research, watching users use the site and gleaning behavioral insights.

Personas

After we distilled patterns and insights from the research, we identified various user personas of the site's users. From these personae, we identified the key user we would design for -- the one most likely to sign up for a subscription.

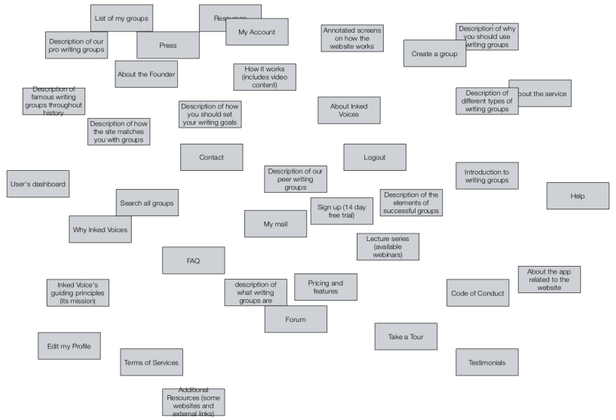
Content Strategy & Inventory Audit

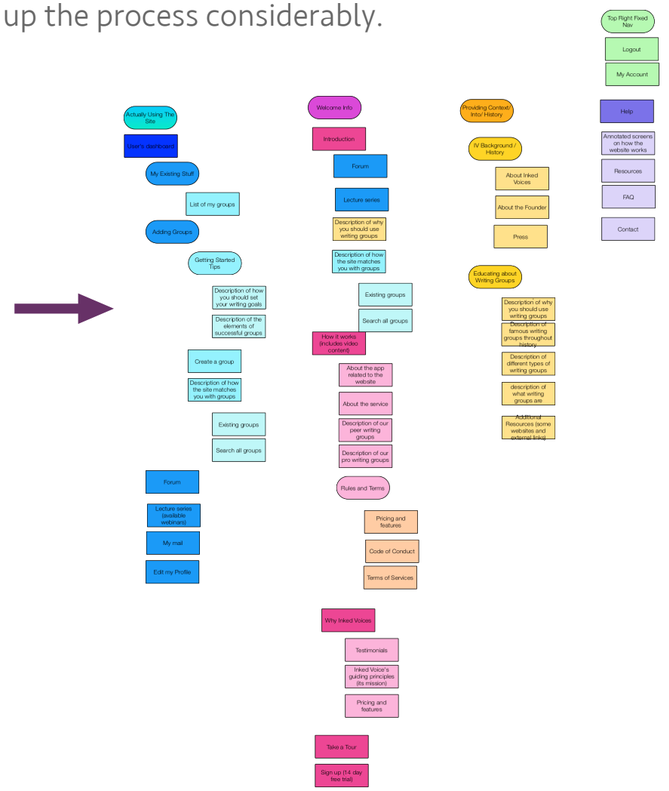
The main problem was that the site had too much content, overwhelming users with stimuli. With our client, we created a content strategy and removed content deemed unnecessary or irrelevant.



Card Sorting & Information Architecture

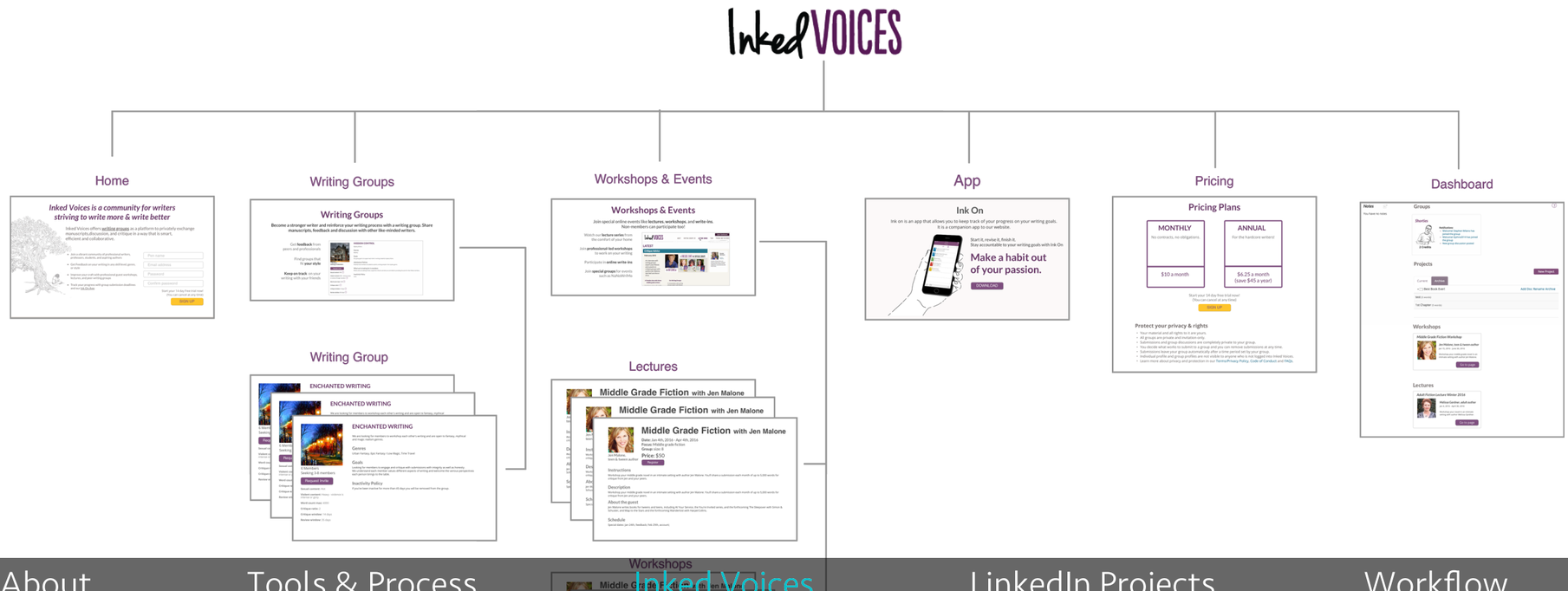
We then conducted card sorting to understand how users categorize information. In card sorting, participants are asked to put items into piles that are considered similar. This allows us to understand their mental information hierarchy and navigation. In contrast to traditional paper card sorting, I used an iPad app that sped up the process considerably.

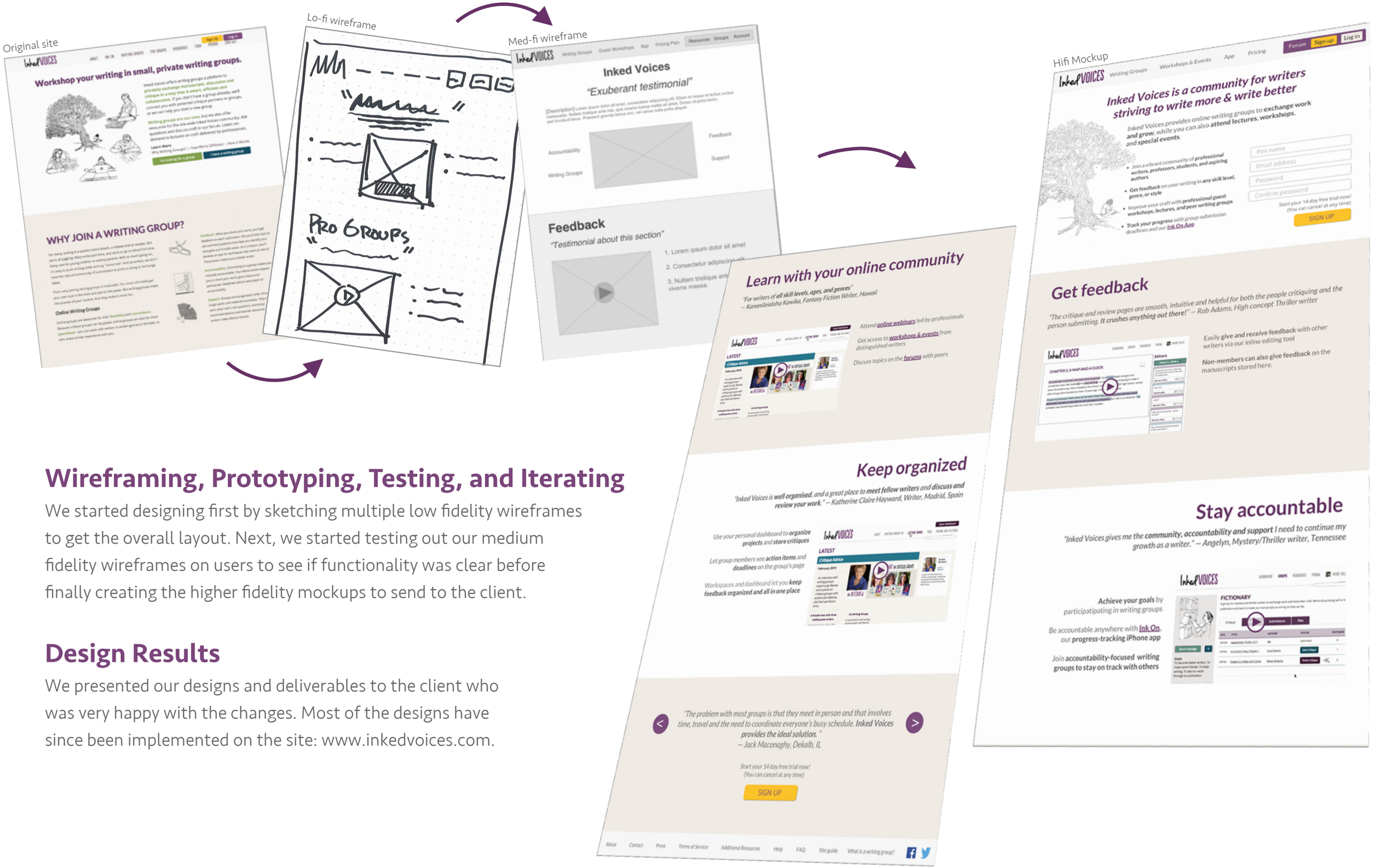




Site Map

From the card sorting results, we created a new, simpler, and more intuitive navigation structure for the site, resulting in the finalized site map to the right. In addition, the site flow changed somewhat to encourage user signups.





Wireframing, Prototyping, Testing, and Iterating

We started designing first by sketching multiple low fidelity wireframes to get the overall layout. Next, we started testing out our medium fidelity wireframes on users to see if functionality was clear before finally creating the higher fidelity mockups to send to the client.

Design Results

We presented our designs and deliverables to the client who was very happy with the changes. Most of the designs have since been implemented on the site: www.inkedvoices.com.

LinkedIn Projects
A Platform for Projects

Problem

People who want to gain professional skills don't have many options besides jobs while people who have passion projects have trouble recruiting talent for them.

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

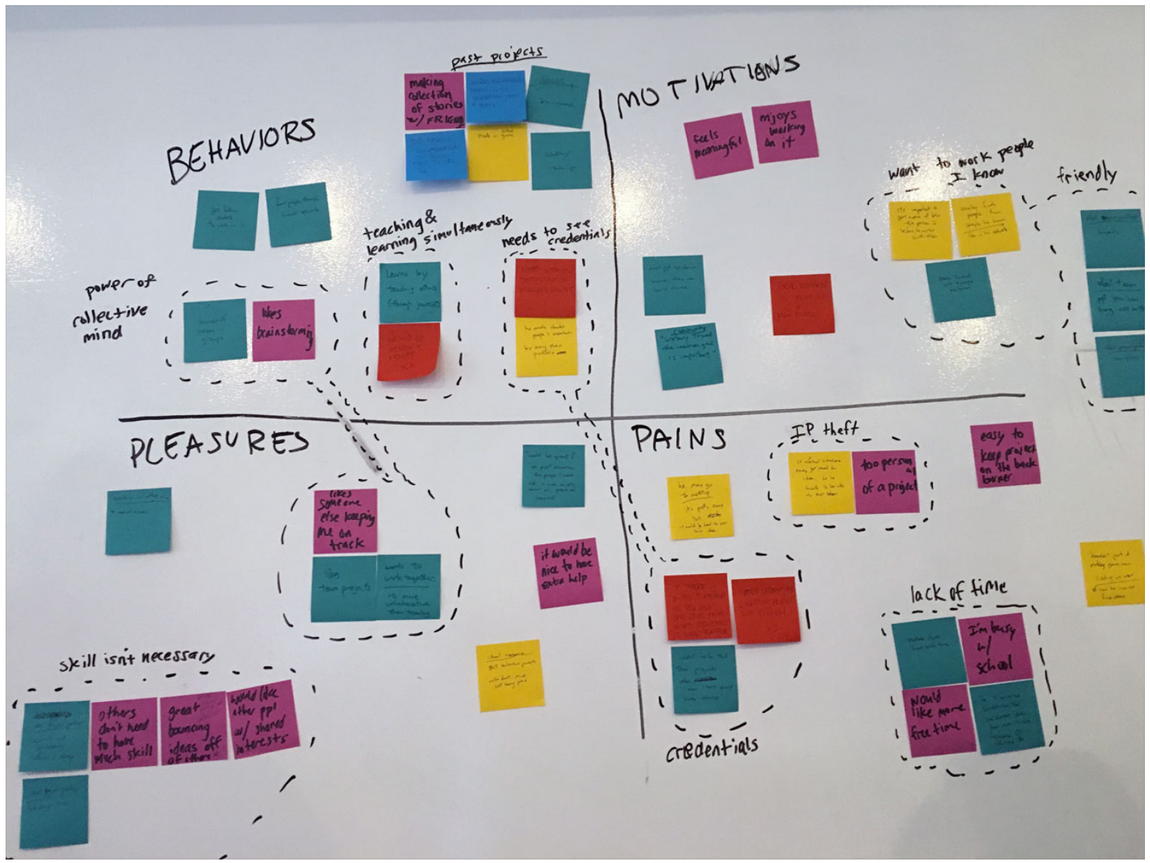
Aside from being the project manager, I focused on user research, information architecture, interaction design, and usability testing to design the native mobile app from a holistic perspective.

Understanding the problem

We wanted to full understand our users and the problems they faced, so we started with competitive research on existing products and services. Next we moved to user research, sending out screener surveys and conducting in-person interviews to understand how users behaved.

Affinity Mapping

We took this user research and extracted key points, clustering them in an affinity map to see common trends and themes. This helped us clarify the problem and allowed us to see where we would go.



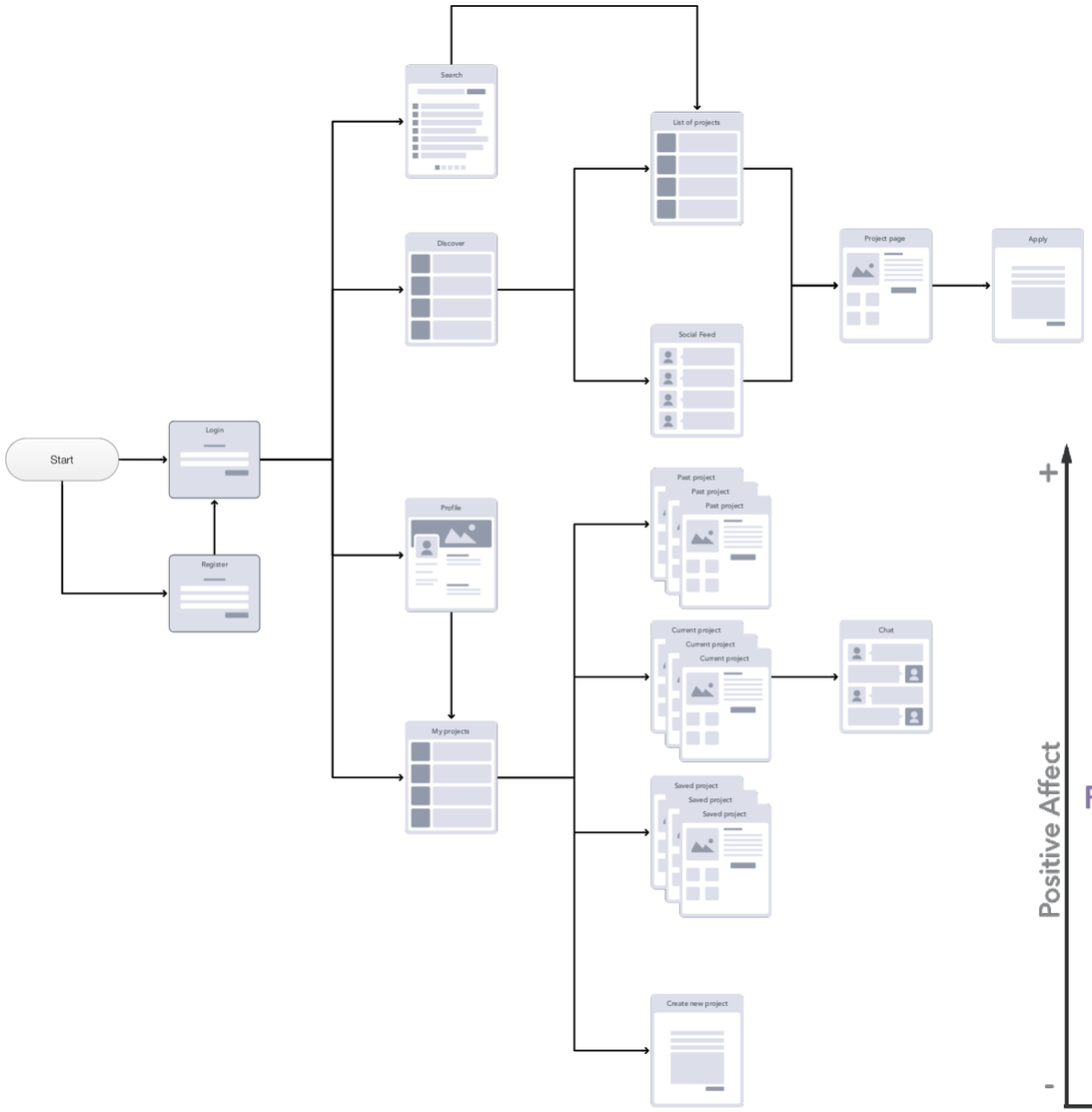
Attributes	Bēhance	COROFLOT
APPLICANT		
Discover Projects and People	Search Projects, Work in Progress, People, Teams (studios like Adobe). Can also search Creatives To Follow, Galleries and Collections	Search people, projects
Portfolio	Yes	Yes
	Search by keyword, location, field, or company	Search with location, keyword, specialty, company search
		Hit apply and it redirects you to companies application

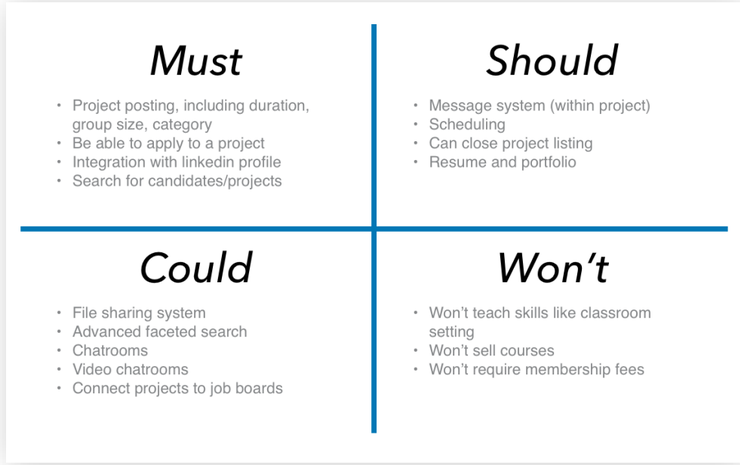
Attributes	Mentoring.org	College Mentors For Kids
MENTOR	MENTOR	
Onboarding	Application form/ E-mail/Local mentoring programs	User Sign up
Find a Menthe	Program coordinator assigns mentee after interview process	Apply to be mentor or volunteer(community council, college mentors, raise funds, special projects, committees)
Find the right program	Interview with program coordinator	Apply at college mentor for kids chapter at your college
Types of mentorship	Career, education, social	
Retrospective Reviews	Relationship	
Location Finder		

Attributes	Shapr	Grip
Onboarding	Sign in with LinkedIn or email	Sign in with Facebook and LinkedIn
Interest Categories	Add interests using keywords, anything from Photography to Private Equity	Join communities for Seed Investment, Mobile Developers, Copenhagen Startups, etc.
Introduction Method	Receive daily batch of people according to preference and can swipe left or right to dismiss or meet this person	Swipe left or right through people within a community
Skills Validation	Pulls LinkedIn overview, past jobs, URL, schooling, interests	Pulls LinkedIn overview, job titles, "grip strength"
Messaging	In-app	In-app

Content mapping & object-oriented UX

Before wireframing, we mapped our app's content onto screens and made a site map / app flow hybrid to see how the pages went together. This is object-oriented UX, a design method that brings object-oriented programming into design by designing 'objects' -- bundles of information, content, and functionality -- creating a more robust application architecture as well as making it easier to translate to code.



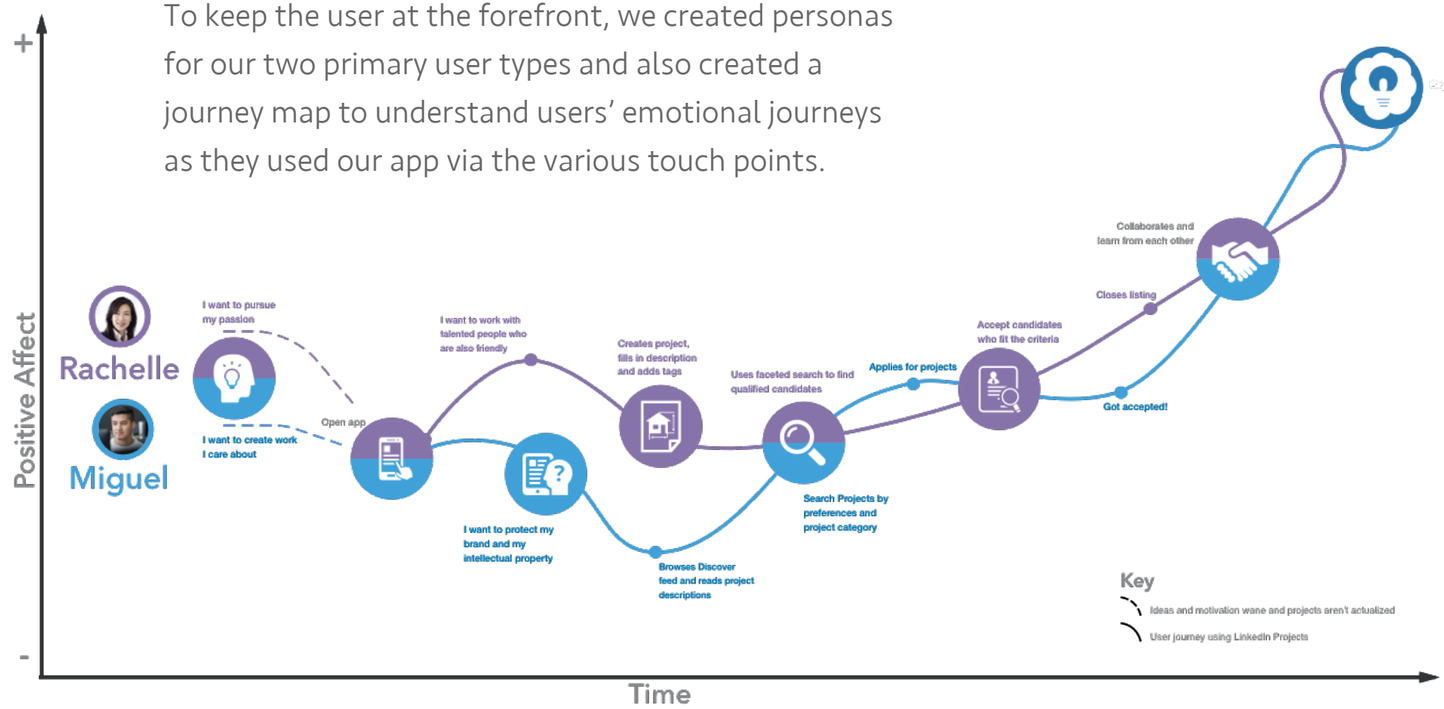


Feature Prioritization

To make sure we could finish the project within the time and resource constarints, we planned it out by prioritizing features that would be included in the minimum viable product.

Personas & Journey mapping

To keep the user at the forefront, we created personas for our two primary user types and also created a journey map to understand users' emotional journeys as they used our app via the various touch points.



Prototyping, testing & iterating

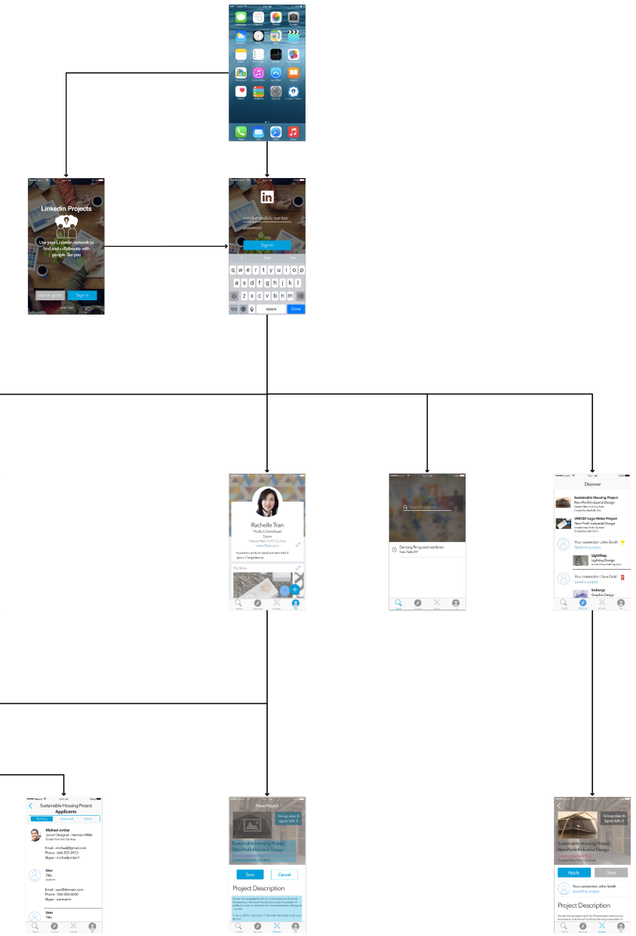
We created medium fidelity mockups and placed them into InVision to prototype. We conducted usability tests with users, iterating to make various UI and functionality changes. We repeated this process with high fidelity mockups and finalized the screens when the kinks were worked out.

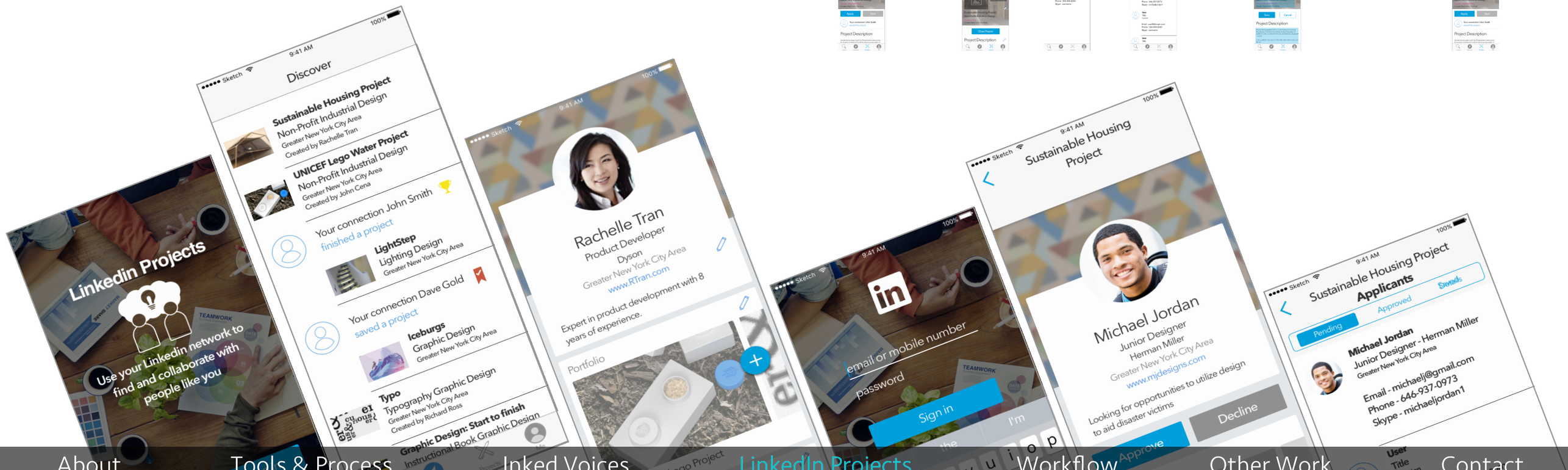
See the prototype video!

https://vimeo.com/adrianlin/linkedin-projects

Site map & app flow

Because our app contained numerous screens and states that depended on conditional programming logic, it was important to understand the information architecture. We created a final site map and app flow hybrid diagram as a design communication deliverable.



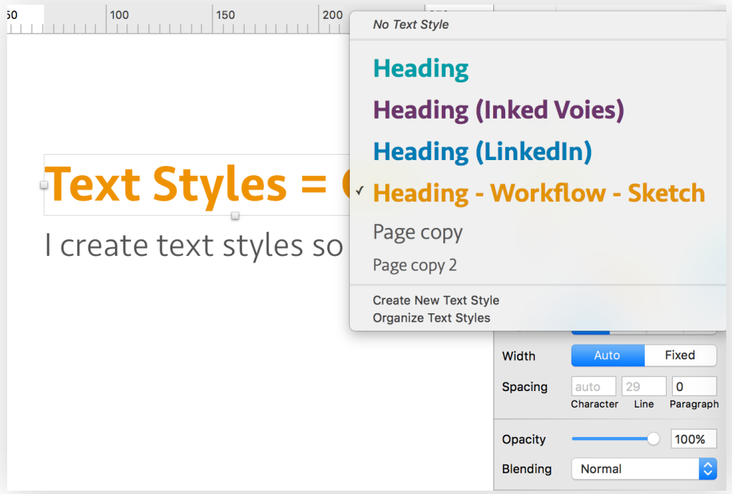


Workflow

I use Sketch for all my visual designs because it is powerful, fast, and intuitive. However, another big reason is because it allows me to design the way I would code. As someone with web development coding experience, and an often similarly logical thinking process, I find this extremely helpful. In addition, this makes communicating the designs to developers much easier because it is already designed with development in mind.

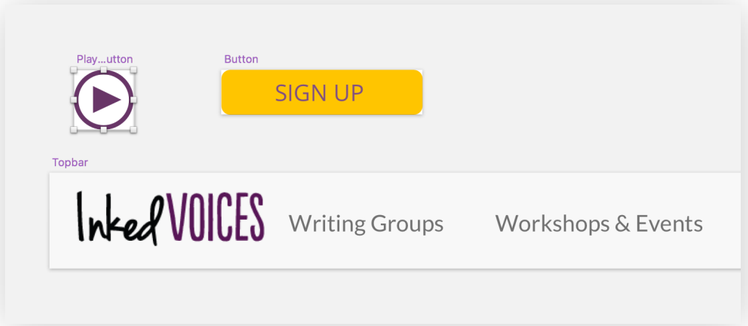
Text Styles = CSS classes

Typography is a design fundamental, conveying information and importance. I create text styles to easily apply them to different content -- all content of the same type will be instantly updated upon updating the text style, just like with a CSS class.



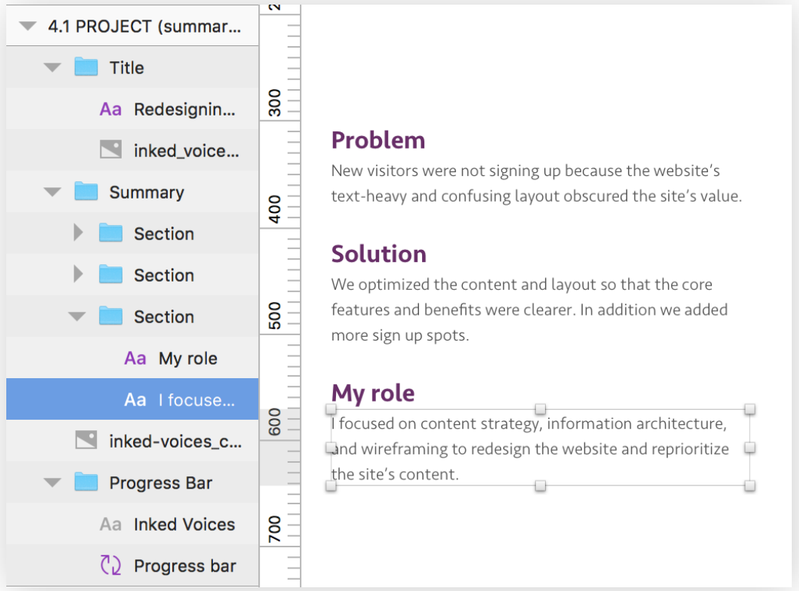
Symbols = D.R.Y. UI elements

Symbols are like text styles for repeated UI elements such as buttons, icons, or a certain arrangement of grouped elements. Update the symbol once, and every instance of it is updated. It is D.R.Y. (Don't Repeat Yourself) design.



Labeled groupings = semantic HTML

I always organize and label my groupings meaningfully. The file is structured how the HTML would be coded and it is easy to identify which layers contain what, a practice I gained from programming which helps other people who access the document understand my work.

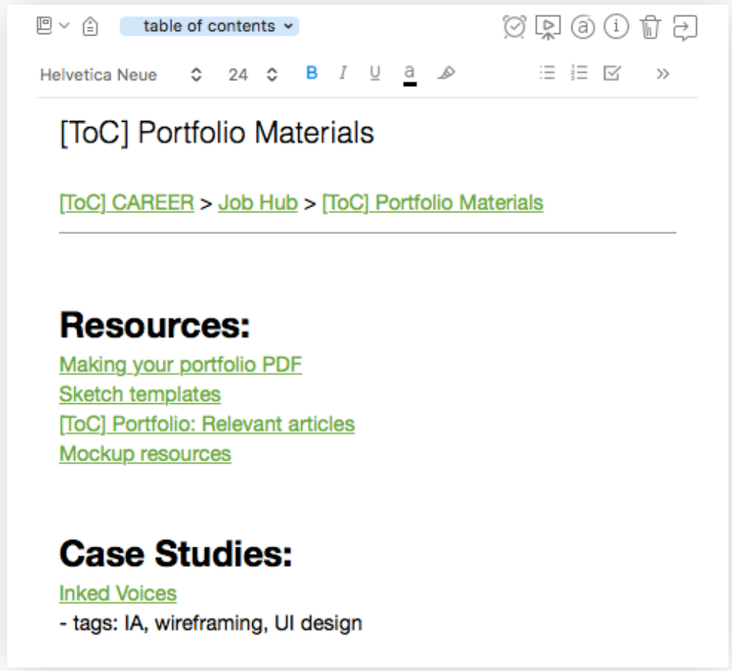


Workflow

I am a diehard fan of the cloud note-taking software Evernote. I use it for everything: to do's, clipping articles, writing journals. It is also uniquely adept at project management, providing many tools that help me keep track of my project materials, plans, and progress. This is how I Evernote.

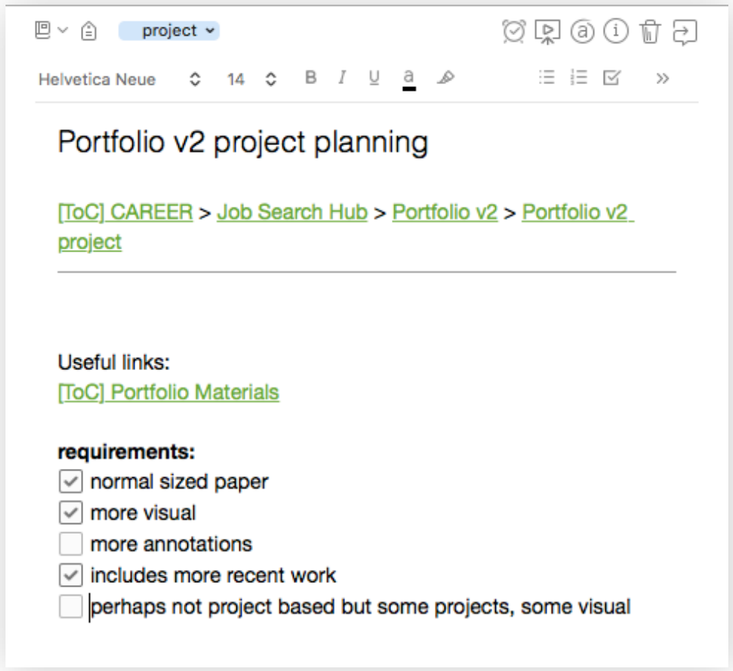
Tables of content

I organize notes with tables of content linking them together. New projects of mine start with an overview note with links to other notes that correspond to other stages of a project. In addition, I sometimes add breadcrumbs in case I get lost.



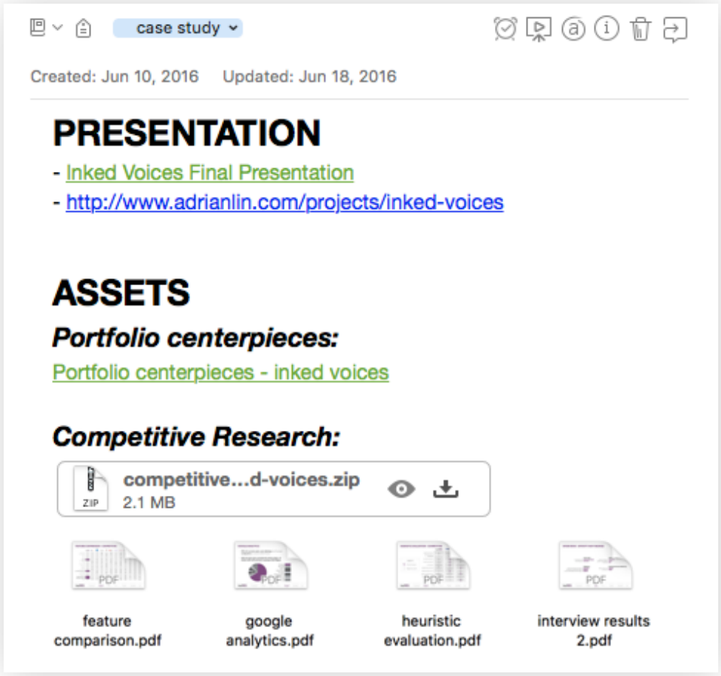
Task lists

I create task lists to follow for my projects. These may be simple one line to do's or links to notes that contain more elaborate instructions. Either way, this allows me to keep on track while having the necessary resources at hand.



Content repository

I treat each note as a spark file for ideas. I post all relevant information, ideas as well as files such as images, text documents or PDFs to the notes. In addition to adding tags for search purposes, this allows me to acccess relevant information and files.

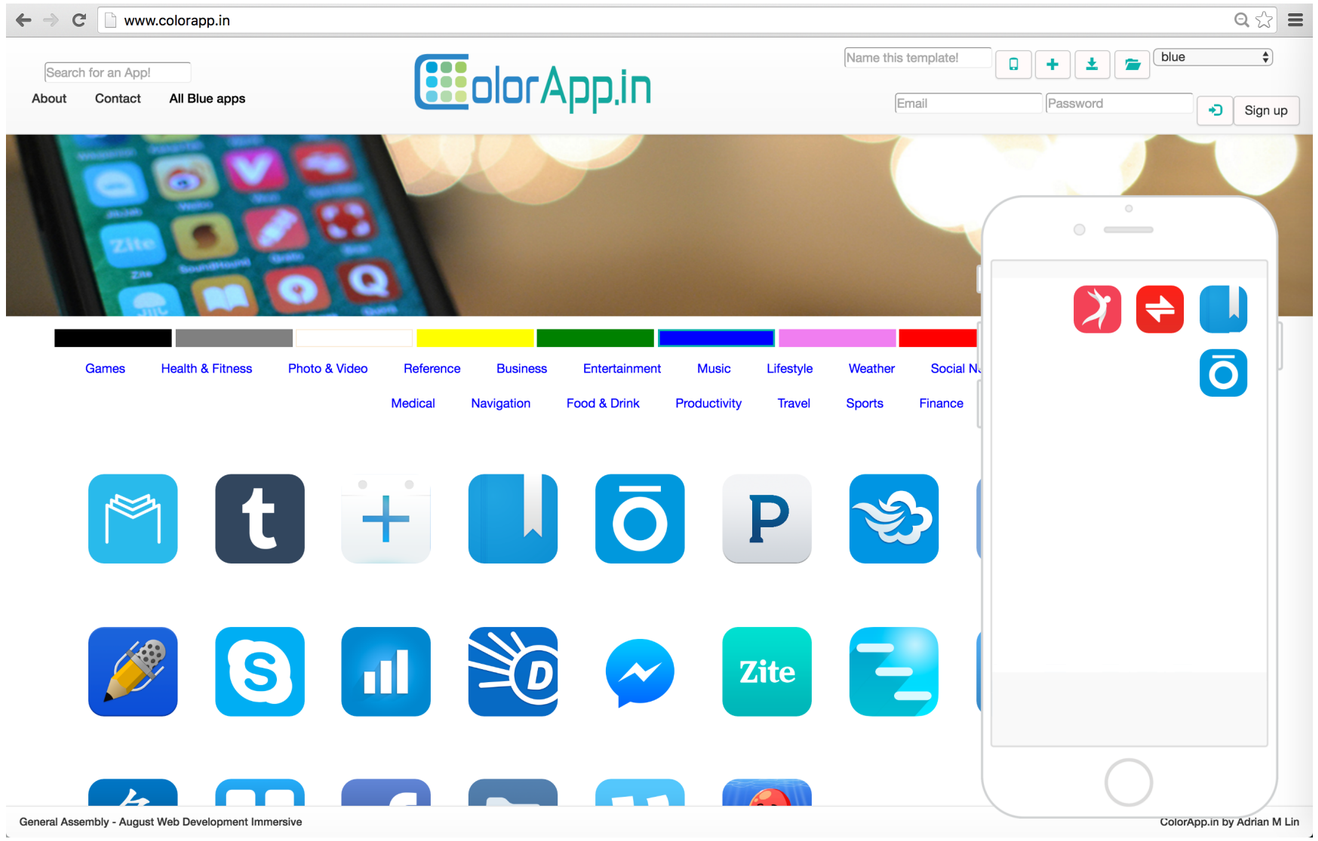


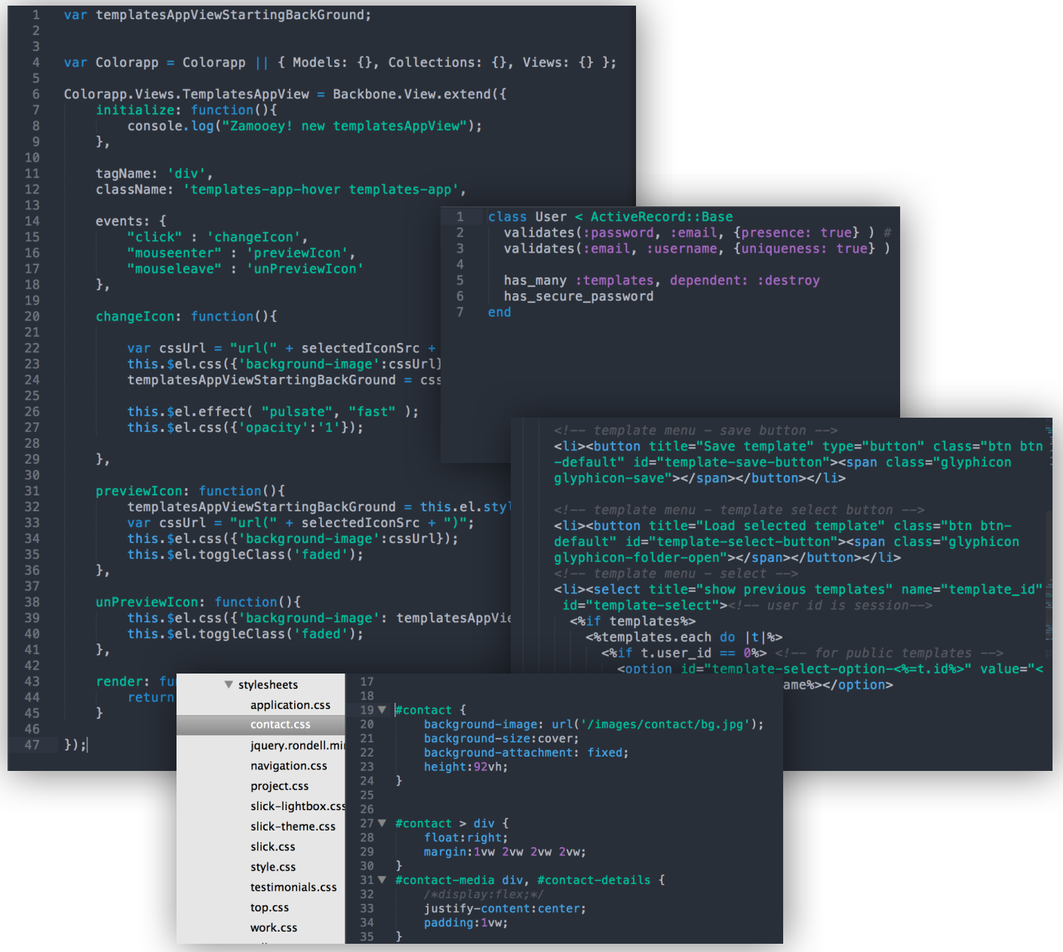
Web Development

In addition to UX design, I have experience in web development. I work mostly with front end development, using mostly HTML, CSS, and JavaScript. I enjoy coding because I like solving problems, and it overlaps with design. A well designed app needs well designed code.

What else I'm learning

I always enjoy learning, and the same goes for code. Currently I've been trying to learn ReactJS as well as learning best practices and more in-depth details for the fundamentals of HTML, CSS, and JavaScript.





Colorapp.in

I designed and coded this web app when I was more developer than designer but it turned out okay. This app interfaces with the Apple app store API and pulls in apps, sorts them by colors, and allows you to create a phone mockup of it. Yes, I color code the apps on my phone screen. This app was mostly buit on the Ruby-on-Rails framework along with Backbone.js

Let’s talk!

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