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

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

Find me online

linkedin.com/in/adrianmhlin   🔗

github.com/adrianmhlin   🔗

twitter.com/adrianmhlin   🔗

pinterest.com/adrianmhlin   🔗

Experience

Bureau 121b
UX Designer & Developer • Apr, 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.

Inked Voices
UX Designer • 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.

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.

UX Design	Coding	Productivity	(Human) Languages
Invision	HTML / CSS	Evernote	Mandarin
Sketch 3	JavaScript	Trello	Cantonese
Omnigraffle	jQuery	Google Drive	Spanish
Photoshop	Wordpress	JIRA	French
	Ruby on Rails		