



# 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



Play flamenco guitar



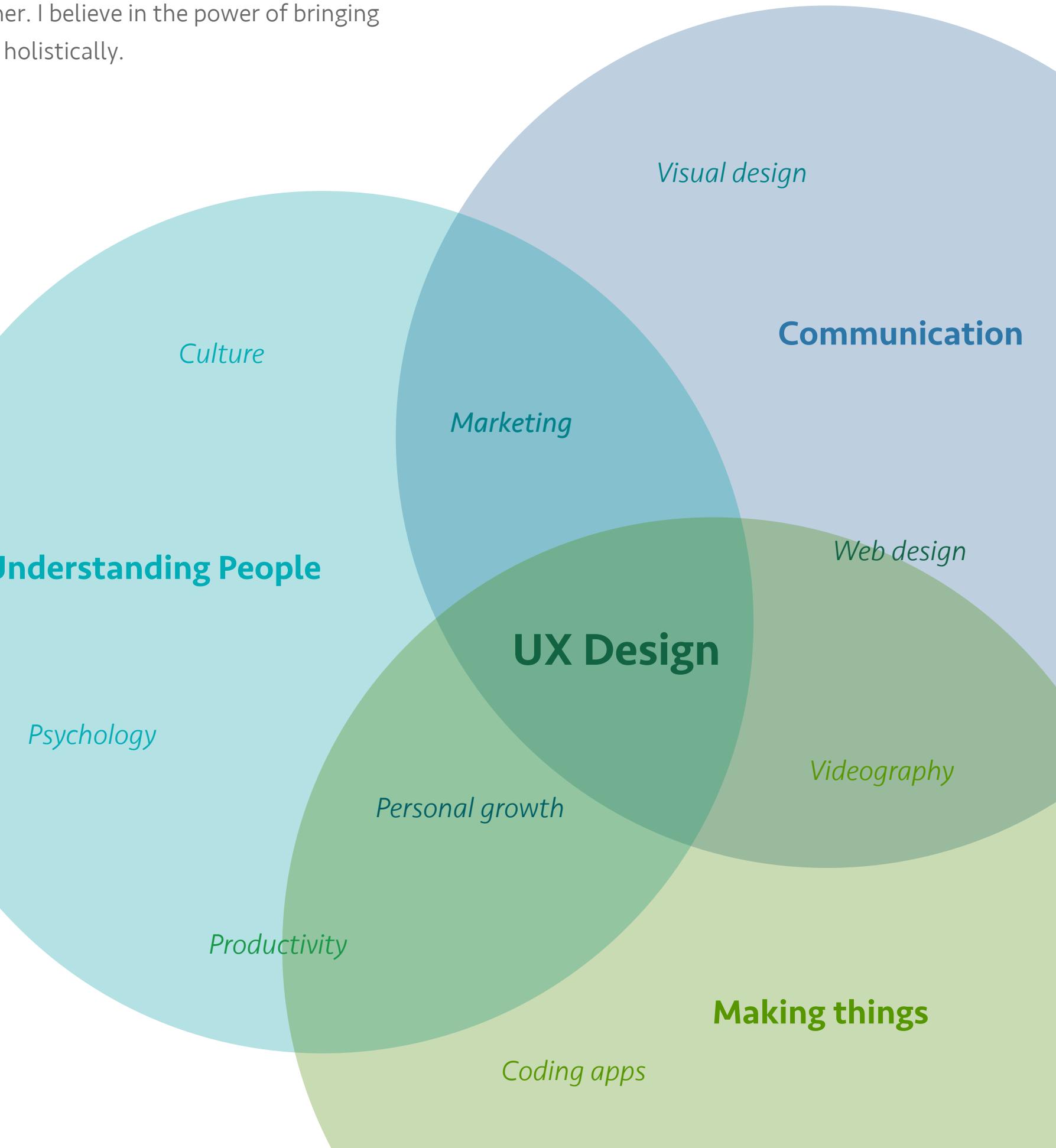
Ponder the mysteries of life

## Understanding People

Psychology

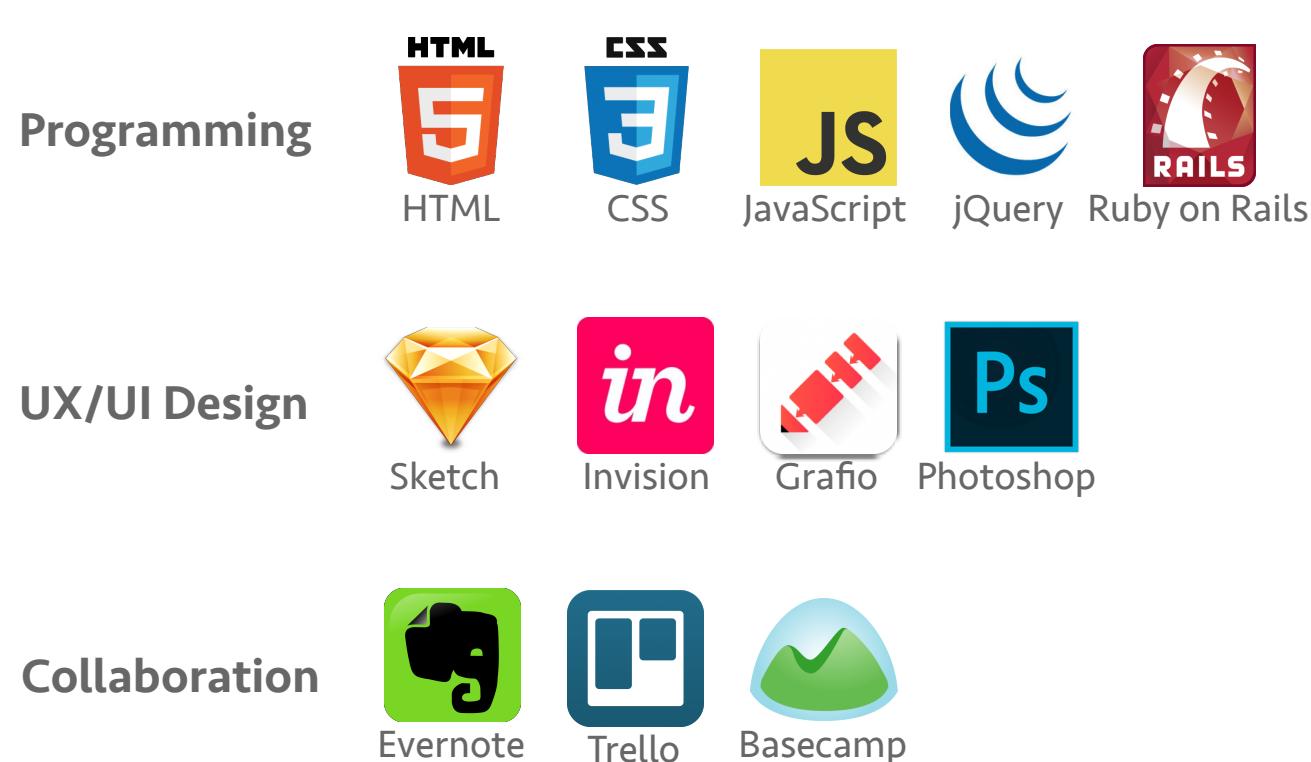
Culture

Productivity



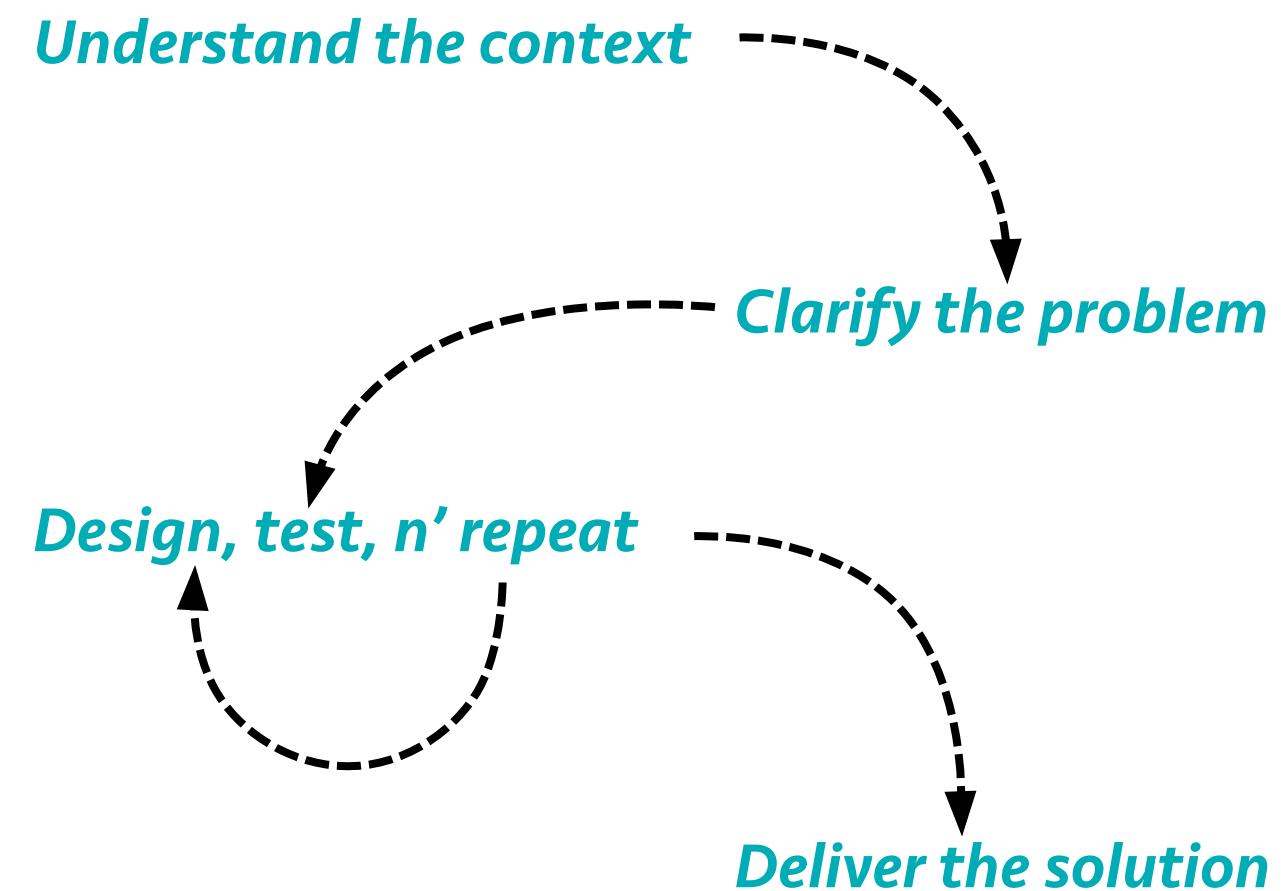
## My Tools

I use a variety of tools but listed below are some of my more common ones. These range from design to coding to teamwork-related tools so I can understand the entire process. I am always trying out new tools to find the best one for the task.



## My Process

My design process starts by understanding the project, the users, and the client's goals. Research allows me to fully understand the problem, meaning I can design a solution that targets it appropriately. I test out my designs, iterating upon feedback until it solves the problem, at which point I deliver the designs so that they may be implemented.



# 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.

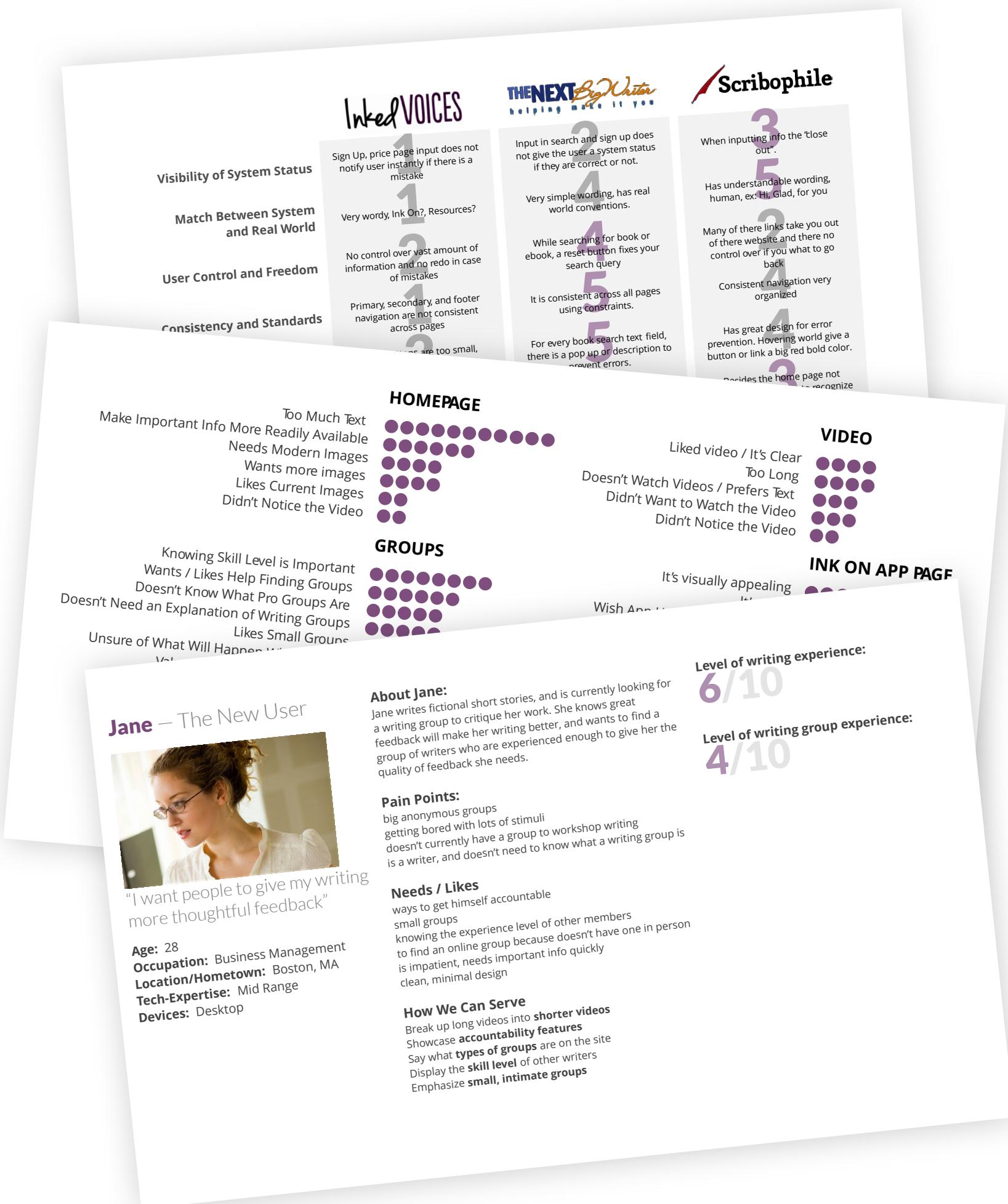
### Solution

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

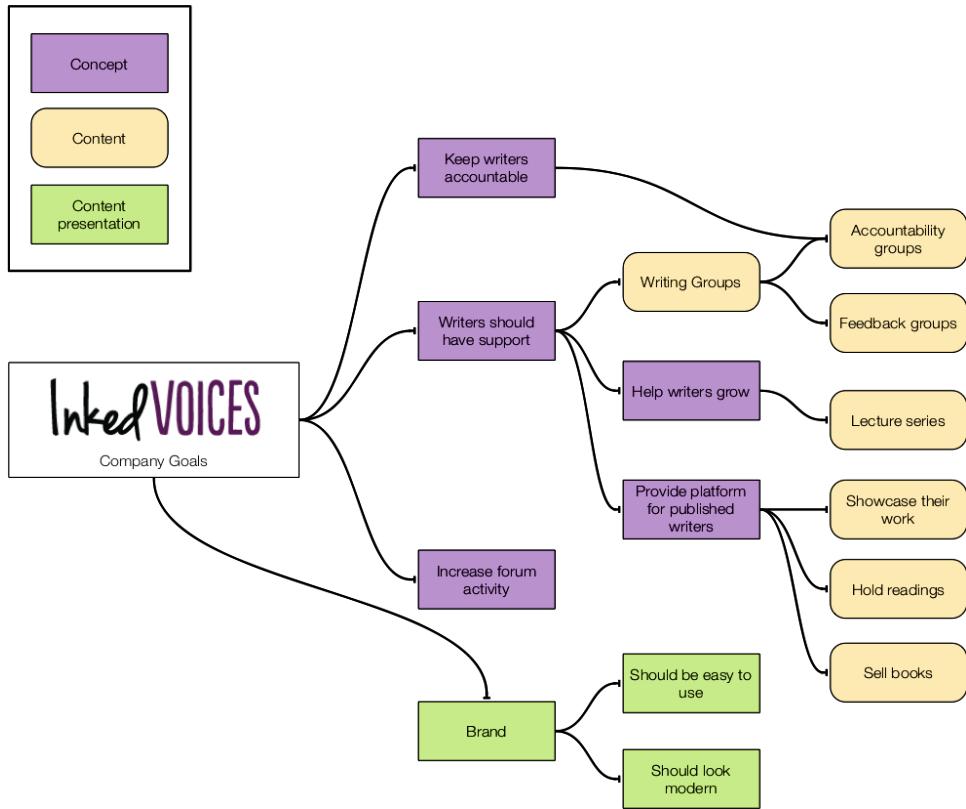
We surveyed and interviewed to understand their writing group behavior. In addition, we conducted contextual research, watching users use the site and gleaned behavioral insights.

## Personas

Using the research, we distilled patterns and insights by making an affinity map and identified various user personas, including the one we would design for -- the one most likely to sign up for a subscription.

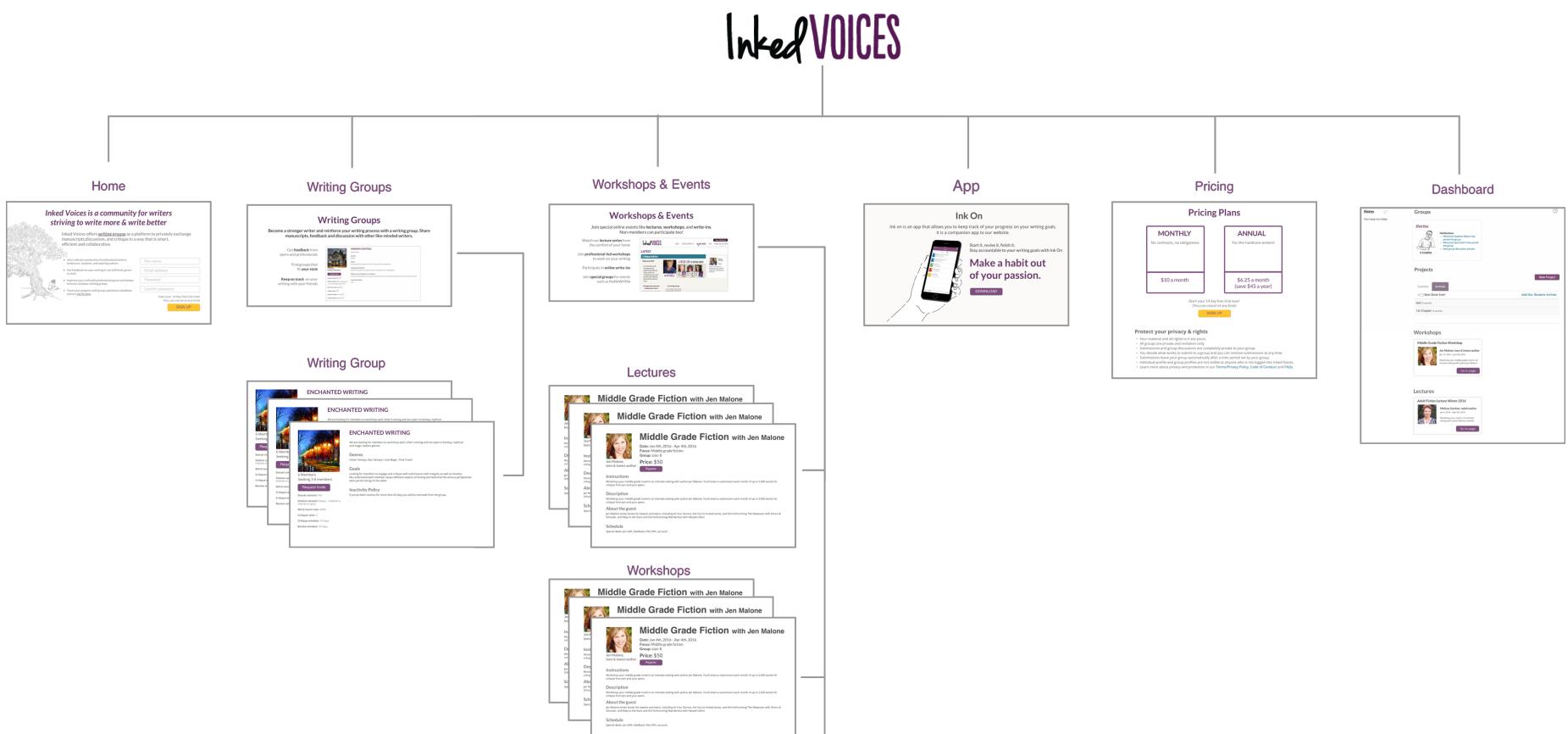
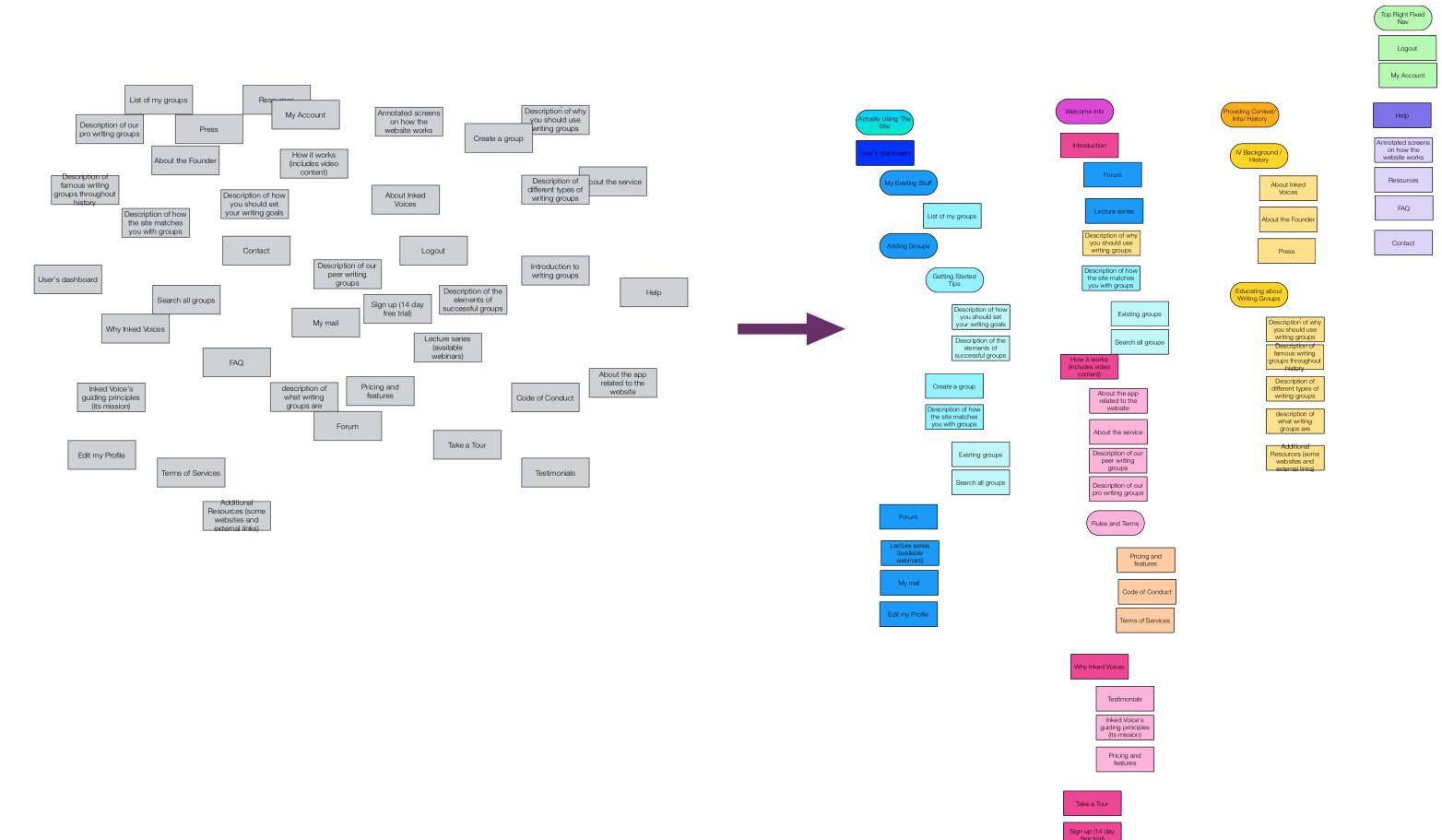
# Content Strategy & Inventory Audit

Our research indicated users were overwhelmed with the site's text content. With our client, we created a content strategy and removed unnecessary or irrelevant content.



# Card Sorting & Information Architecture

To understand how to structure the site, we had users card-sort site content, to understand how they categorized information. In contrast to traditional paper card sorting, I used Graffio, 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. In addition, the site flow changed somewhat to encourage user signups.



## 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 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](http://www.inkedvoices.com).

**Keep organized**

"Linked Voices is well organised, and a great place to meet fellow writers and discuss and review your work." — Katherine Claire Hayward, Writer, Madrid, Spain



Use your personal dashboard to organize projects and store critiques

Let group members see action items and deadlines on the group's page

Workspaces and dashboard let you keep feedback organized and all in one place

**Stay accountable**

"Linked Voices gives me the community, accountability and support I need to continue my growth as a writer." — Angelyn, Mystery/Thriller writer, Tennessee



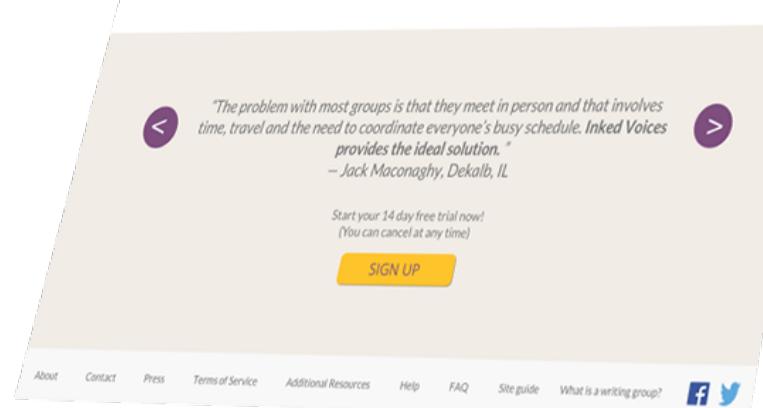
Achieve your goals by participating in writing groups

Be accountable anywhere with **Ink On**, our progress-tracking iPhone app

Join accountability-focused writing groups to stay on track with others

**Learn with your online community**

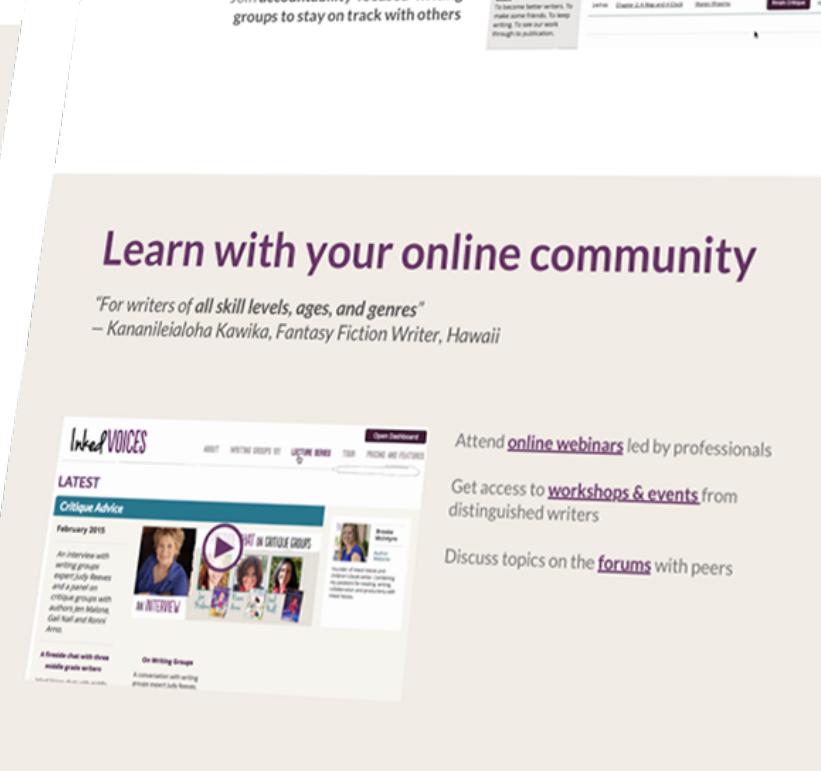
"For writers of all skill levels, ages, and genres" — Kananileialoha Kawika, Fantasy Fiction Writer, Hawaii



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**Learn with your online community**

"For writers of all skill levels, ages, and genres" — Kananileialoha Kawika, Fantasy Fiction Writer, Hawaii



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# LinkedIn

## 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 fully 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.

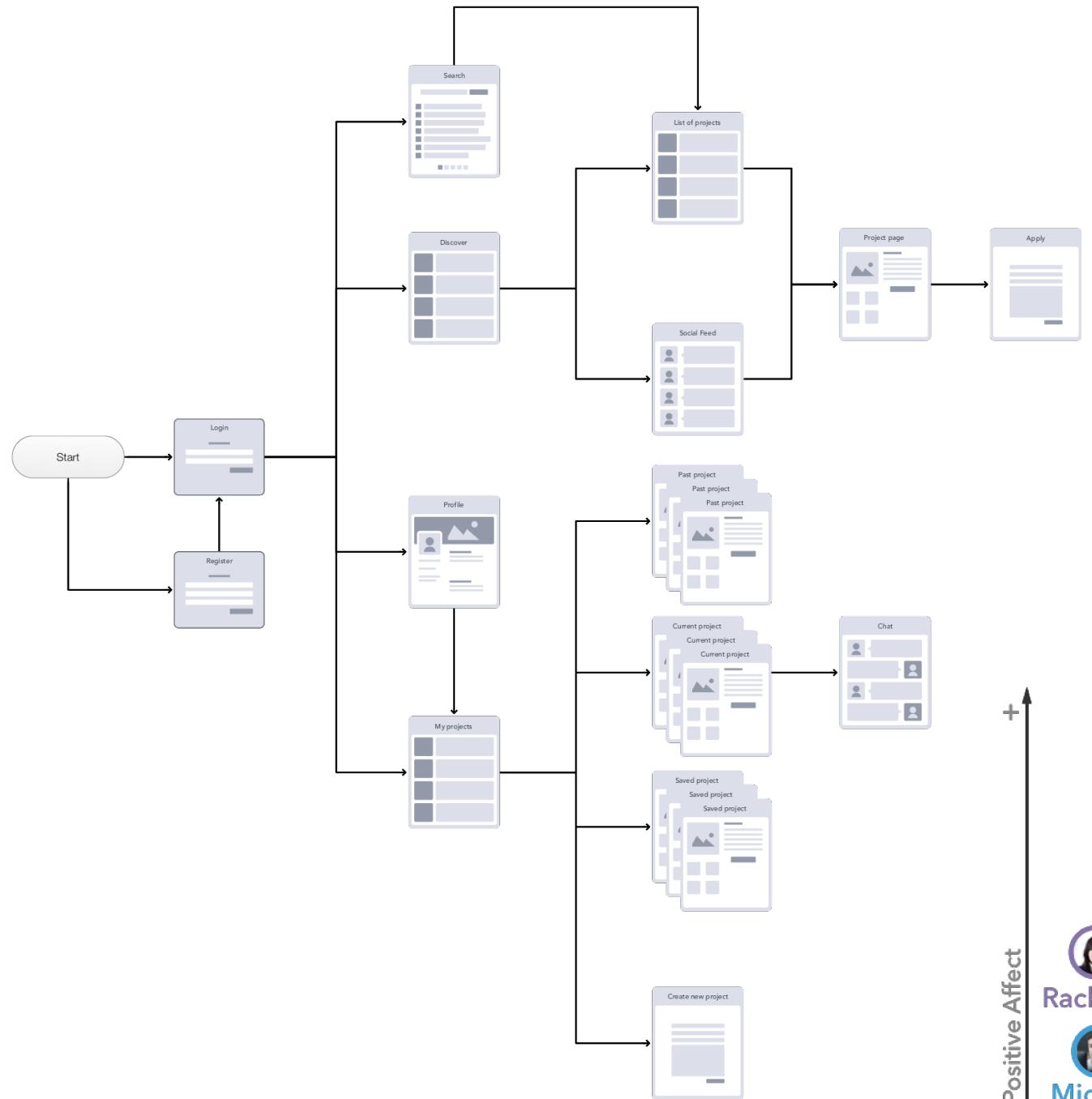
## Affinity Mapping

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 decide how to proceed.



## Content mapping & object-oriented UX

Before wireframing, we mapped our app's content onto screens to plan out our design. This is object-oriented UX, a design method that brings object-oriented programming into design by designing 'objects' -- bundles of information, content, and functionality -- streamlining the process of translating design into code.



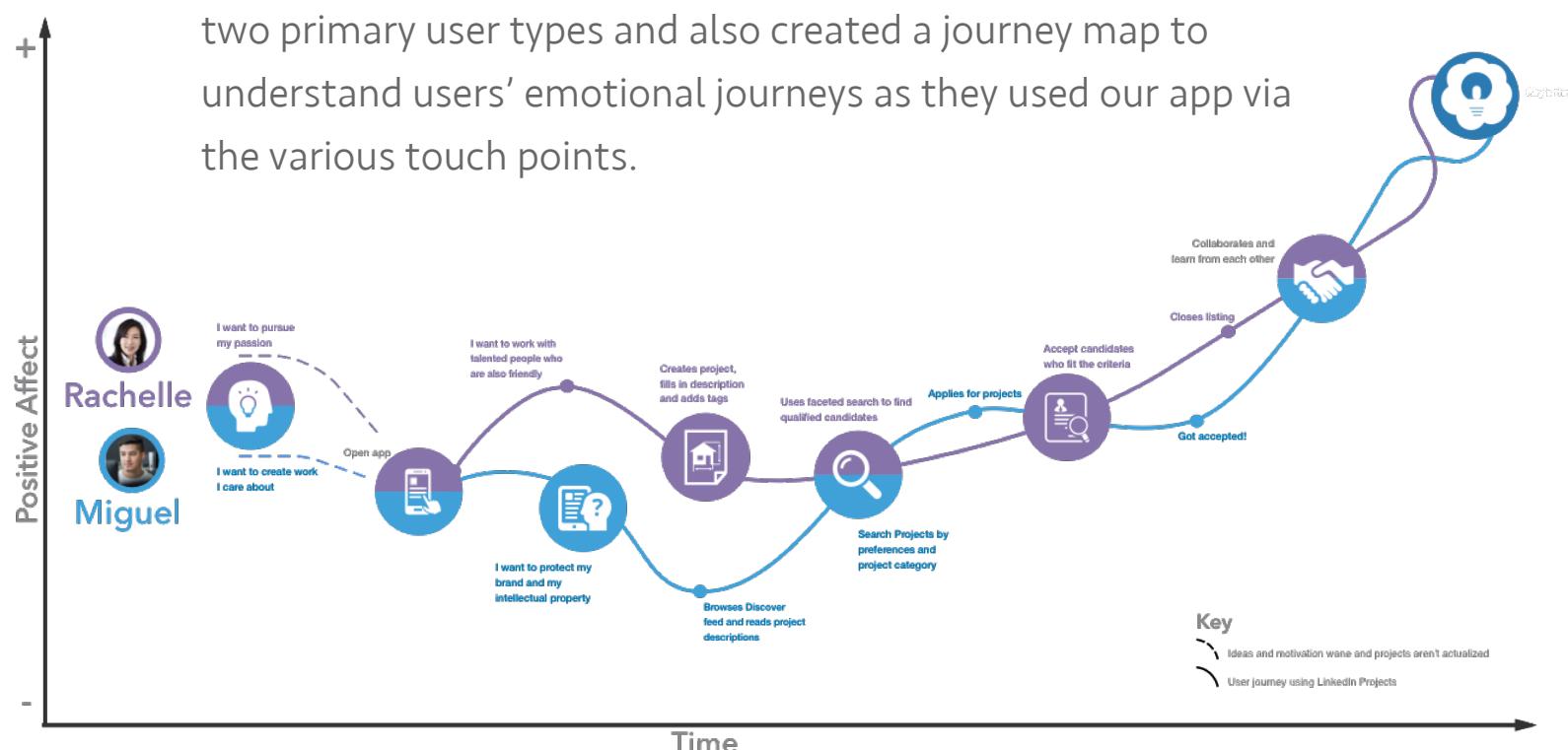
Must	Should
<ul style="list-style-type: none"> <li>Project posting, including duration, group size, category</li> <li>Be able to apply to a project</li> <li>Integration with linkedin profile</li> <li>Search for candidates/projects</li> </ul>	<ul style="list-style-type: none"> <li>Message system (within project)</li> <li>Scheduling</li> <li>Can close project listing</li> <li>Resume and portfolio</li> </ul>
Could	Won't
<ul style="list-style-type: none"> <li>File sharing system</li> <li>Advanced faceted search</li> <li>Chatrooms</li> <li>Video chatrooms</li> <li>Connect projects to job boards</li> </ul>	<ul style="list-style-type: none"> <li>Won't teach skills like classroom setting</li> <li>Won't sell courses</li> <li>Won't require membership fees</li> </ul>

## Feature ranking

To make sure we could finish the project within the time and resource constraints, we ranked and prioritized features.

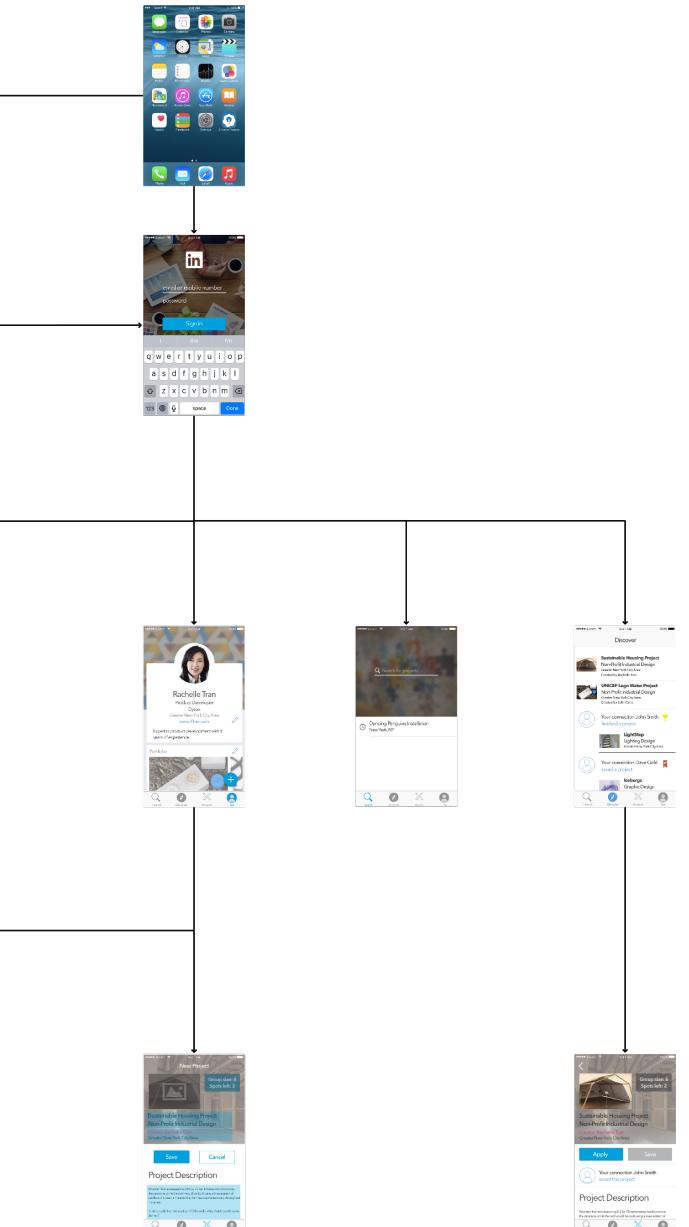
## Personas & Journey mapping

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

Using our medium fidelity wireframes to prototype in InVision, 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.

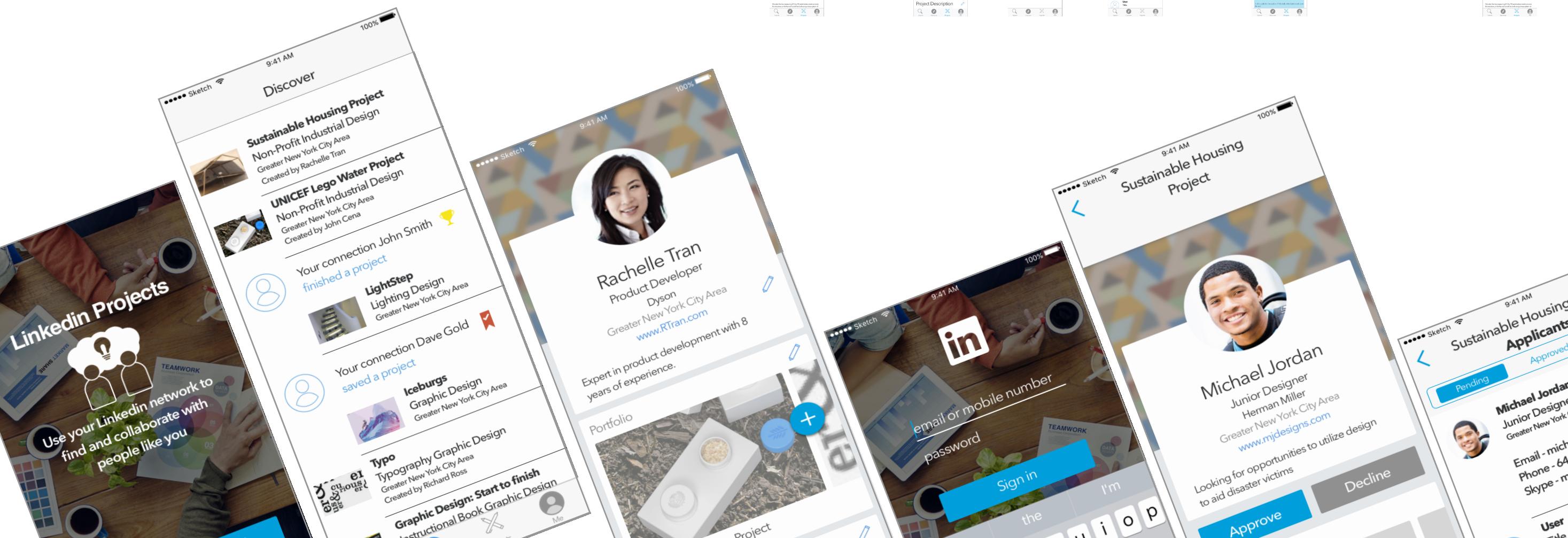


## Site map & app flow

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.

## See the prototype video!

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



# How I use...



## My Evernote 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 start each project with an overview note containing links to other notes for each stage of the project. I also sometimes add breadcrumbs in case I get lost.

A screenshot of an Evernote note titled '[ToC] Portfolio Materials'. The note contains a table of contents with the following structure:

- [ToC] CAREER > Job Hub > [ToC] Portfolio Materials

**Resources:**

- [Making your portfolio PDF](#)
- [Sketch templates](#)
- [\[ToC\] Portfolio: Relevant articles](#)
- [Mockup resources](#)

**Case Studies:**

- [Linked Voices](#)
  - tags: IA, wireframing, UI design

### 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.

A screenshot of an Evernote note titled 'Portfolio v2 project planning'. The note contains a task list:

- [ToC] CAREER > Job Search Hub > Portfolio v2 > Portfolio v2 project

**Useful links:**

- [\[ToC\] Portfolio Materials](#)

**requirements:**

- normal sized paper
- more visual
- more annotations
- includes more recent work
- perhaps not project based but some projects, some visual

### Content repository

I post all relevant information, ideas as well as files such as images, text documents or PDFs to project notes. This allows me to access relevant information and files.

A screenshot of an Evernote note titled 'case study'. The note contains the following information:

Created: Jun 10, 2016 Updated: Jun 18, 2016

**PRESENTATION**

- [Linked Voices Final Presentation](#)
- <http://www.adrianlin.com/projects/inked-voices>

**ASSETS**

**Portfolio centerpieces:**

- [Portfolio centerpieces - inked voices](#)

**Competitive Research:**

- [competitive...d-voices.zip](#) 2.1 MB
- [feature comparison.pdf](#)
- [google analytics.pdf](#)
- [heuristic evaluation.pdf](#)
- [interview results 2.pdf](#)

# How I use...



# Sketch<sup>3</sup>

## 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.

**Text Styles = CSS classes**  
I create text styles so

No Text Style

- Heading
- Heading (Inked Voices)
- Heading (LinkedIn)
- Heading - Workflow - Sketch

Page copy  
Page copy 2

Create New Text Style  
Organize Text Styles

Width: Auto Fixed  
Spacing: auto 29 0 Character Line Paragraph  
Opacity: 100%  
Blending: Normal

## Symbols = D.R.Y. UI elements

I use symbols for repeated UI components 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.

Play...button  
Button  
SIGN UP

Topbar  
INKED VOICES Writing Groups Workshops & Events

4.1 PROJECT (summary)

- Title
- Aa Redesignin...
- inked\_voice...

Summary

- Section
- Section
- Section

Aa My role

- Aa I focus...
- inked-voices\_c...

Progress Bar

- Aa Inked Voices
- Progress bar

**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.

## My Sketch Workflow

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

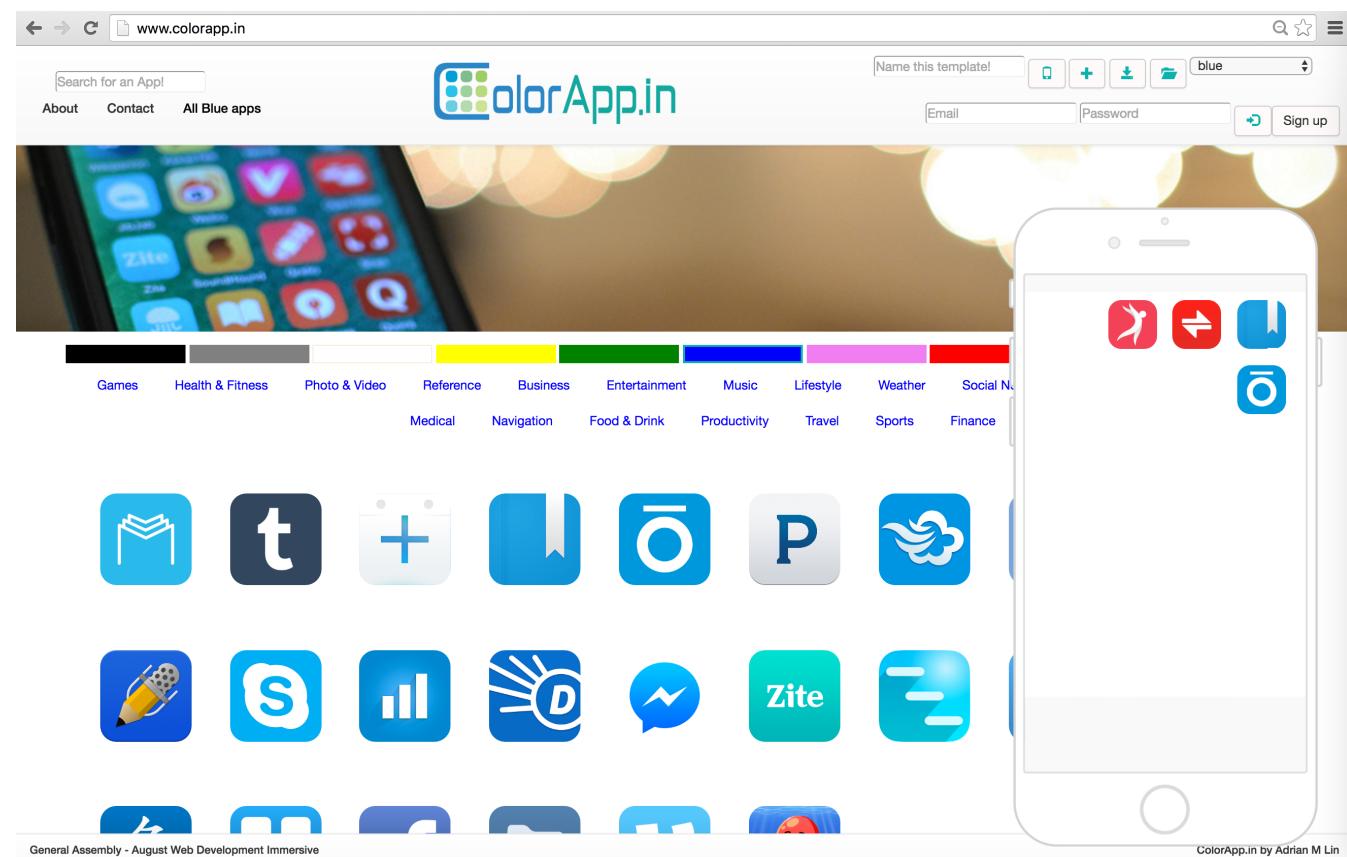
# I also do...

## 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.

A screenshot of a code editor showing two files. On the left is a Backbone.js file named "Colorapp.Views.TemplatesAppView.js" with code for a "TemplatesAppView" class. On the right is a Ruby on Rails file named "app/models/user.rb" defining a "User" model with associations and validations. A sidebar on the right shows a file tree with CSS files like "application.css", "contact.css", and "navigation.css".

## 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 built on the Ruby-on-Rails framework along with Backbone.js.



# Let's talk!

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- LinkedIn [linkedin.com/in/adrianmhlin](https://linkedin.com/in/adrianmhlin)