



# 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.  
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](https://www.linkedin.com/in/adrianmhlin) 

[github.com/adrianmhlin](https://github.com/adrianmhlin) 

[twitter.com/adrianmhlin](https://twitter.com/adrianmhlin) 

[pinterest.com/adrianmhlin](https://www.pinterest.com/adrianmhlin) 

## Experience

### **UX Designer / Developer Intern** *Avex Designs • May, 2016 - Present*

- Designed high fidelity mockups and interaction/style guides on Sketch and Photoshop
- Developed webpages on Wordpress with JavaScript, HTML/CSS, and Wordpress plugins
- Redesigned site information architecture to create sitemaps and navigational systems

### **UX Designer & Developer** *Bureau 121b • Apr, 2016*

- Analyzed client's goals, advised on strategy, and restructured site architecture
- Built and delivered site with Wordpress and HTML/CSS modifications
- Trained client to use Wordpress for future small edits

### **UX Consultant** *Inked Voices • 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.

### **Front End Web Developer** *RevTrax • 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.

### **Hackathon Grand Prize Winner** *Photo Hack Day NYC • 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.

### **Marketing & Media Coordinator** *Kelly Faetanini • 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.

### UX Design

*Invision*  
*Sketch 3*  
*Omnigraffle*  
*Photoshop*

### Coding

*HTML / CSS*  
*JavaScript*  
*jQuery*  
*Wordpress*  
*Ruby on Rails*

### Productivity

*Evernote*  
*Trello*  
*Google Drive*  
*JIRA*  
*Basecamp*

### (Human) Languages

*Mandarin*  
*Cantonese*  
*Spanish*  
*French*