



# 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.



adrianlin.nyc@gmail.com



1-908-525-1360



adrianlin.com

## 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

## Experience

### **Bureau 121b**

*UX Designer & Developer • 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

### **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.

## 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*

*Wordpress*

*Ruby on Rails*

## Productivity

*Evernote*

*Trello*

*Google Drive*

*JIRA*

## (Human) Languages

*Mandarin*

*Cantonese*

*Spanish*

*French*