Adrian Lin

UX Designer & Web Developer

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adrianlin.com

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.
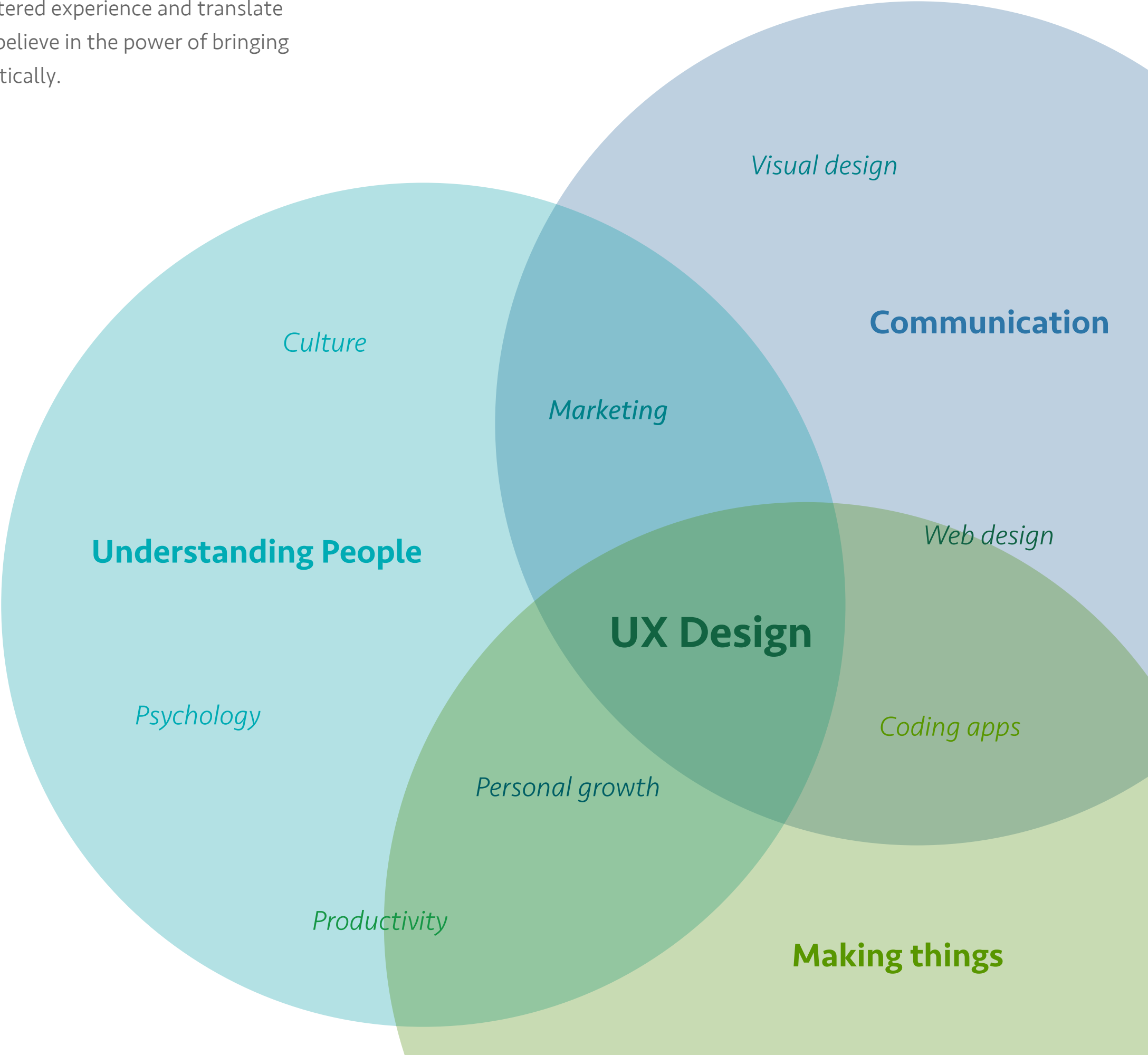
In my free time I...

Learn (human) languages

Ponder the mysteries of life

Play flamenco guitar

Visual design

Communication

Culture

Marketing

Web design

Understanding People

UX Design

Psychology

Coding apps

Personal growth
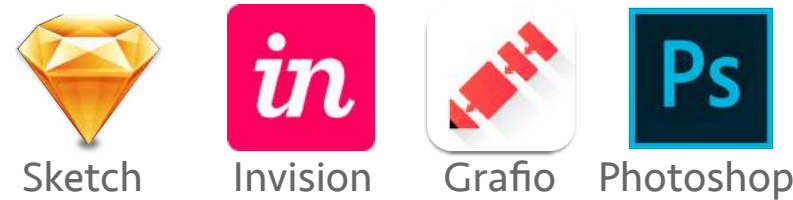
Productivity

Making things

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.
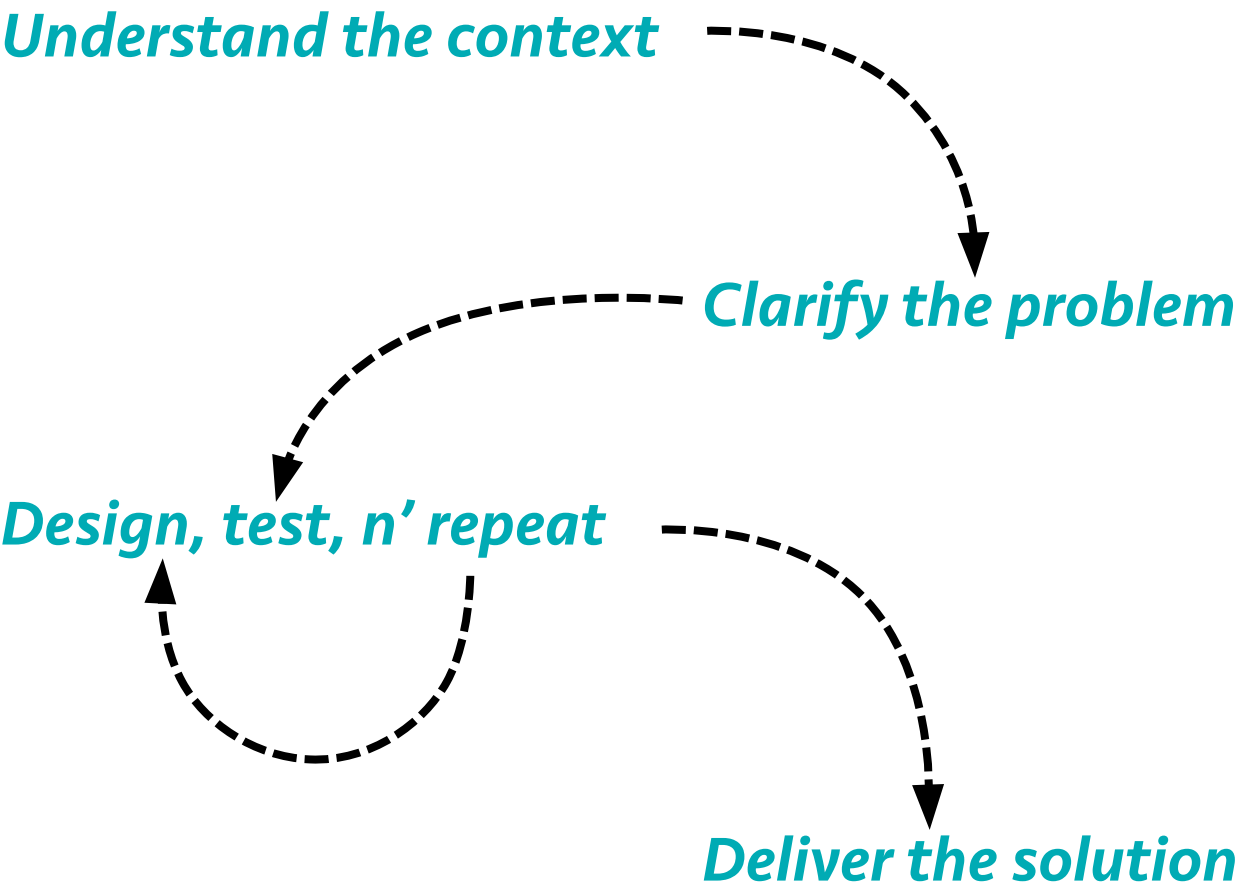
My Process

My design process starts by understanding the project, the users, and the client's goals. Research allows me to fully undrestand 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.

Programming

HTML   CSS   JavaScript   jQuery   Ruby on Rails

UX/UI Design

Sketch   Invision   Grafio   Photoshop

Collaboration

Evernote   Trello   Basecamp

Understand the context

Clarify the problem

Design, test, n' repeat

Deliver the solution

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 gleaning 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.
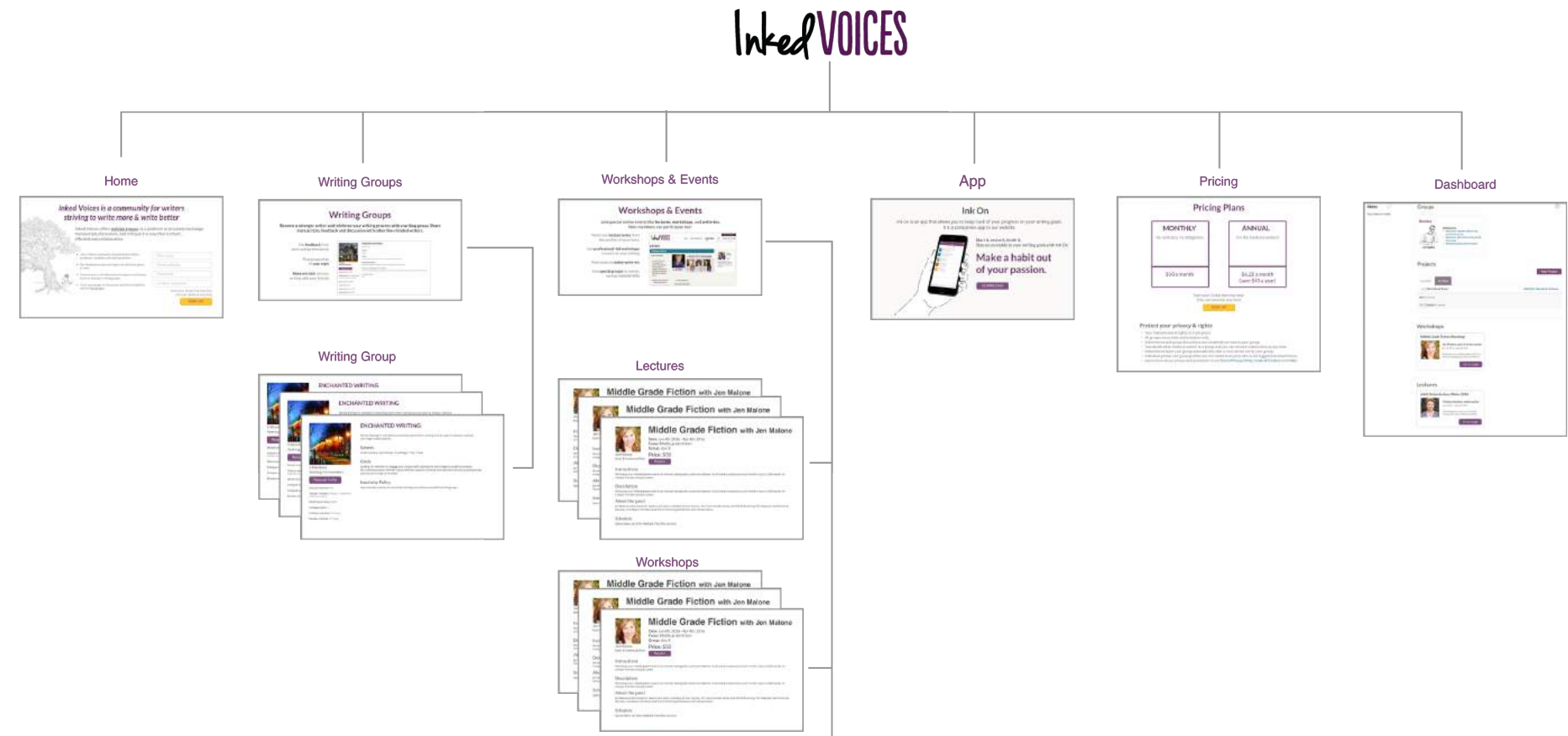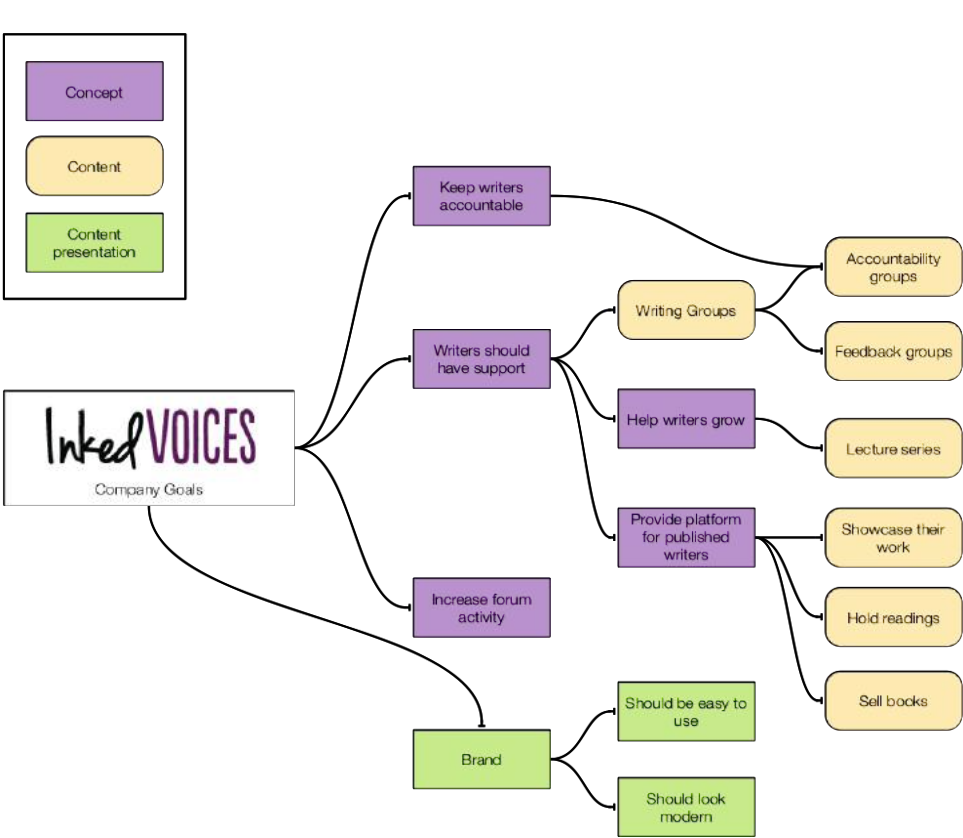
Card Sorting & Information Architecture

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 Grafio, an iPad app that sped up the process considerably.
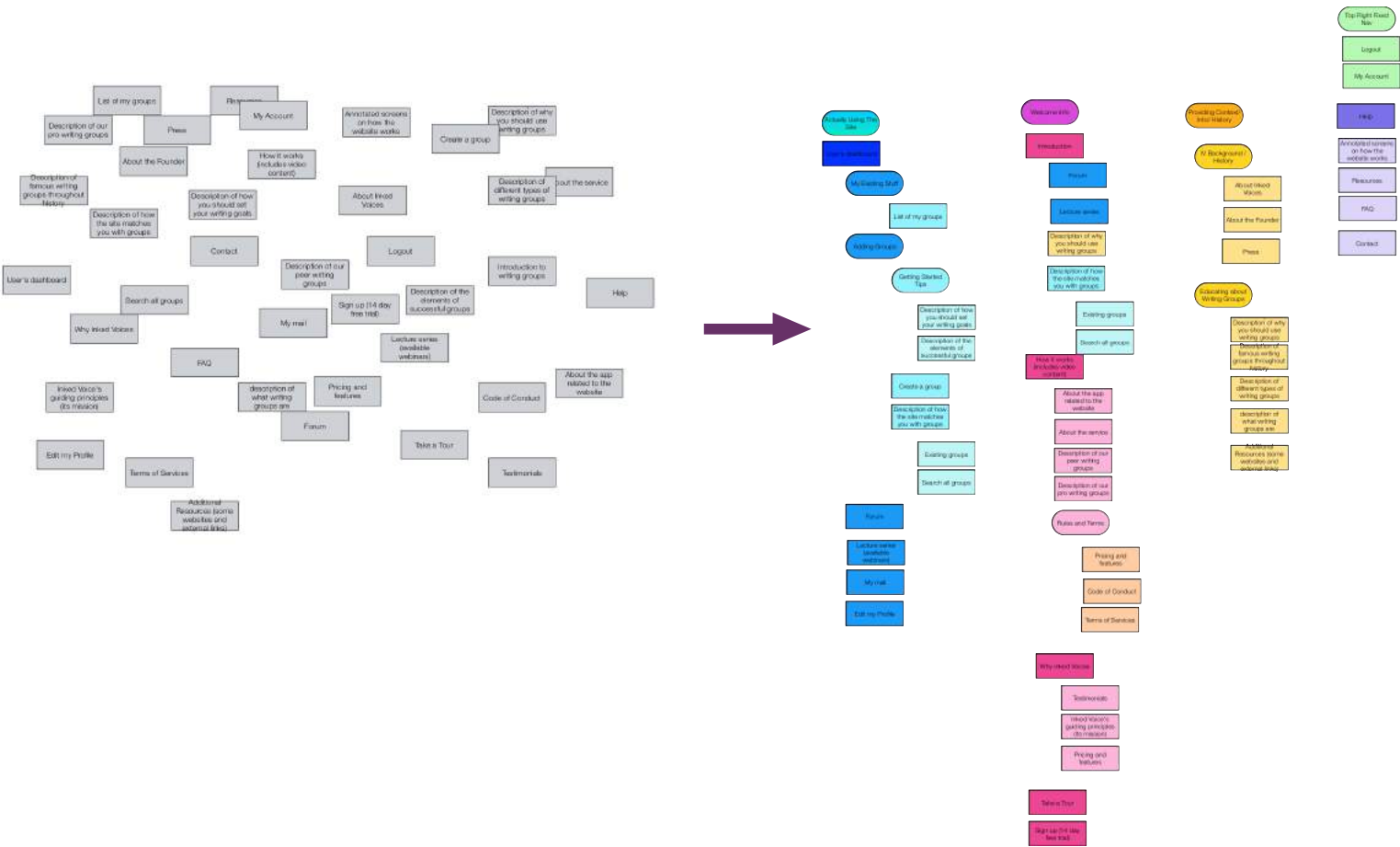
Site Map

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.

Original site

Lo-fi wireframe

Med-fi wireframe
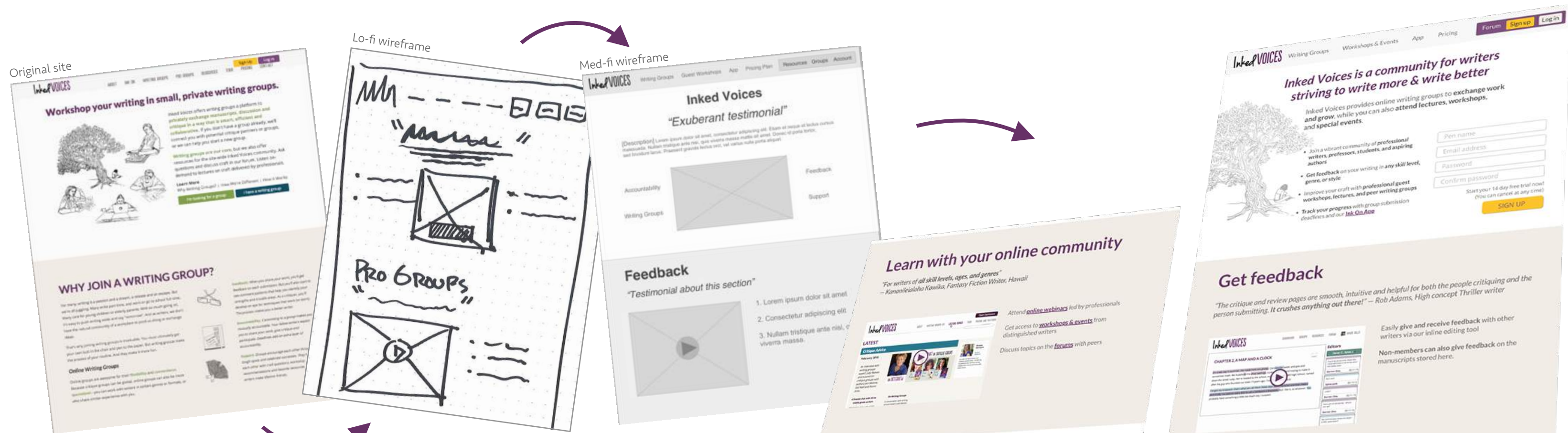
Wireframing, Prototyping, Testing, and Iterating

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.
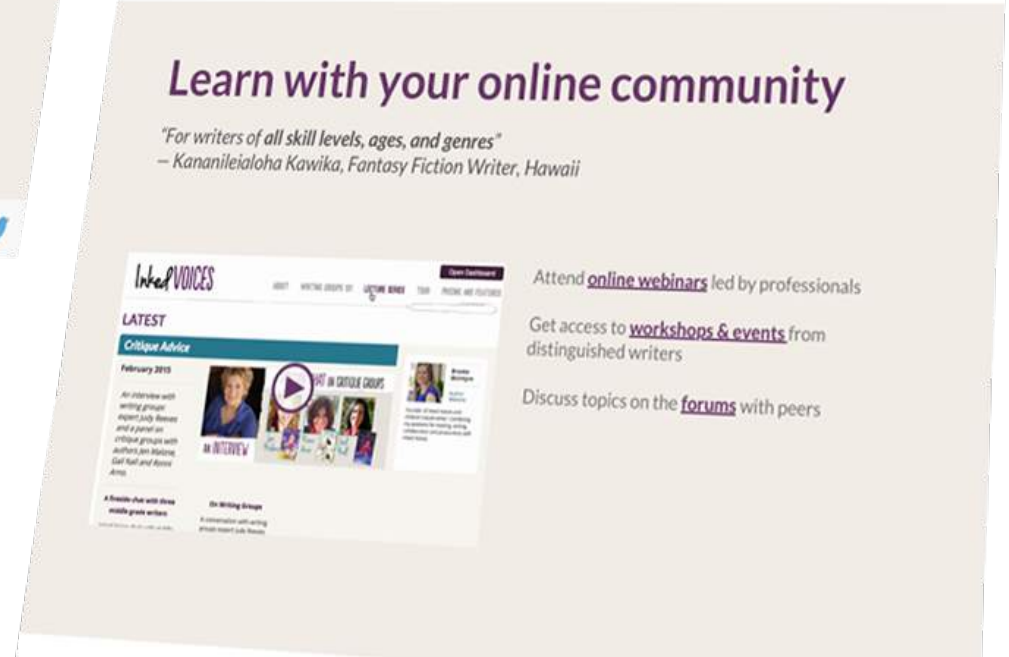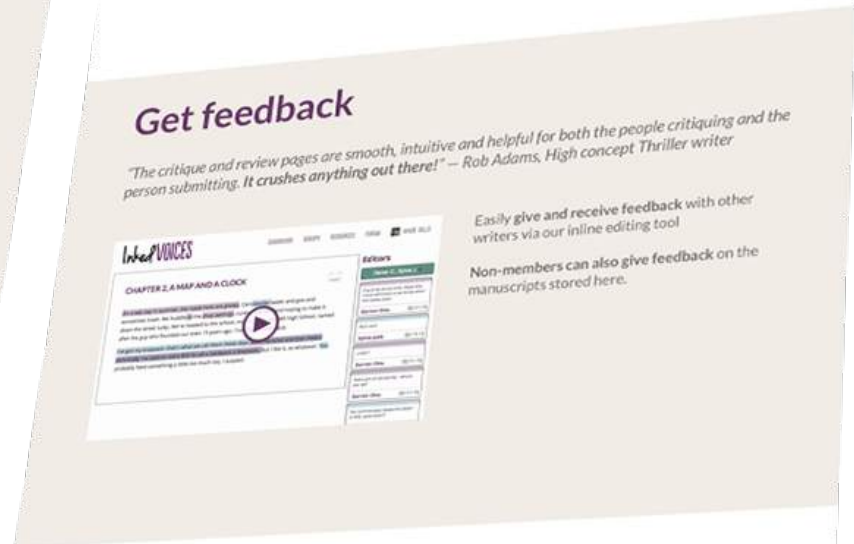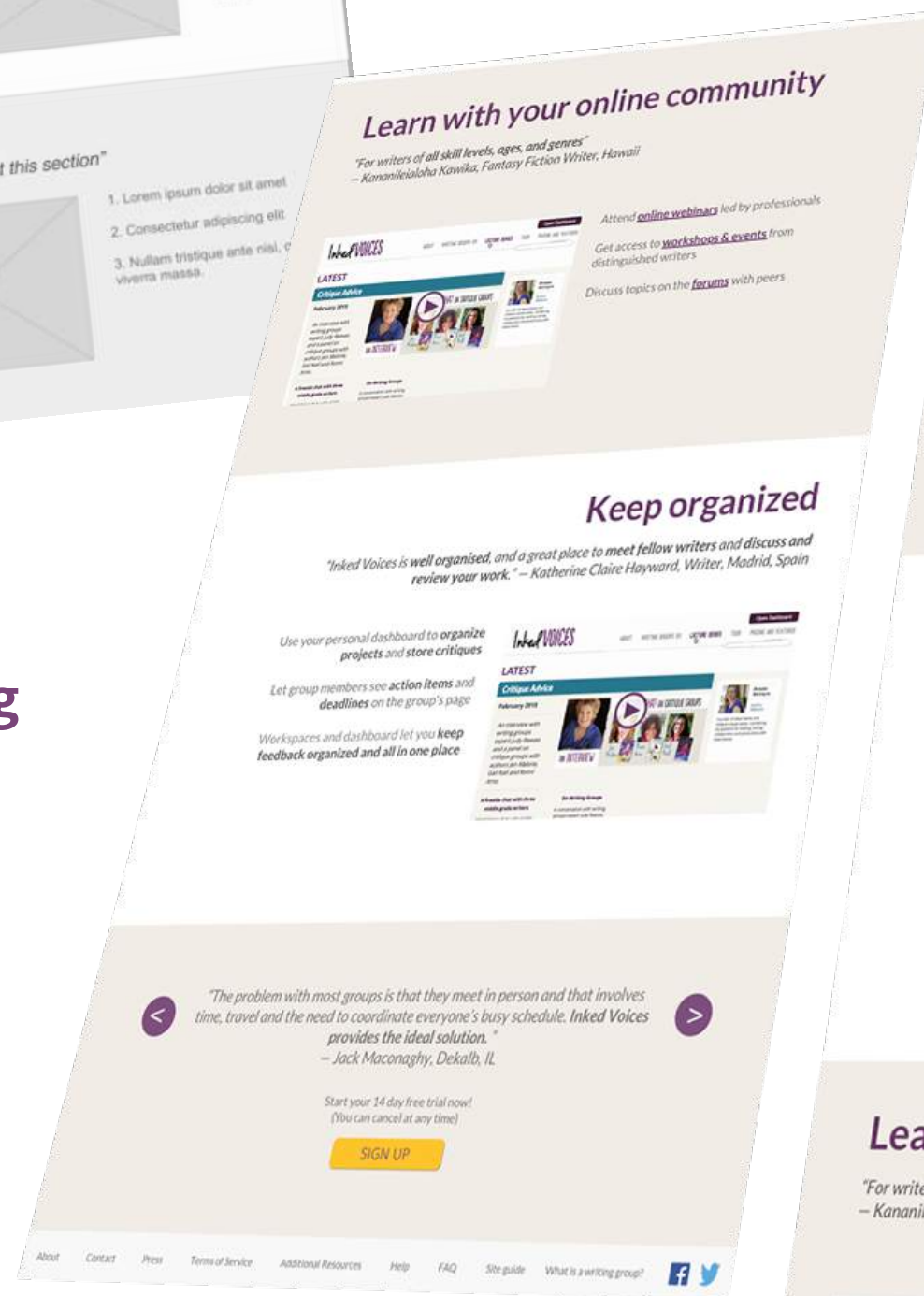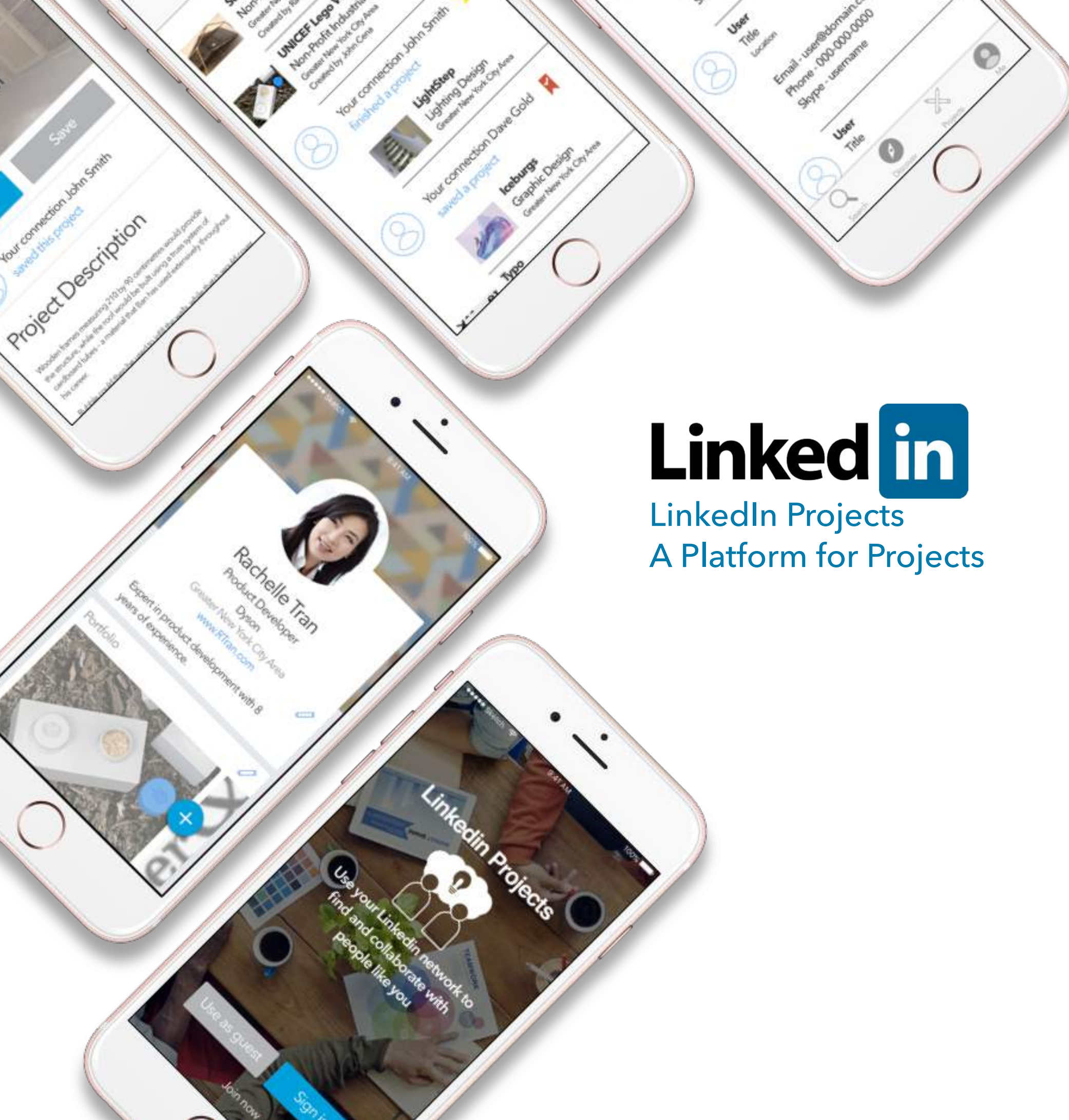
LinkedIn

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.
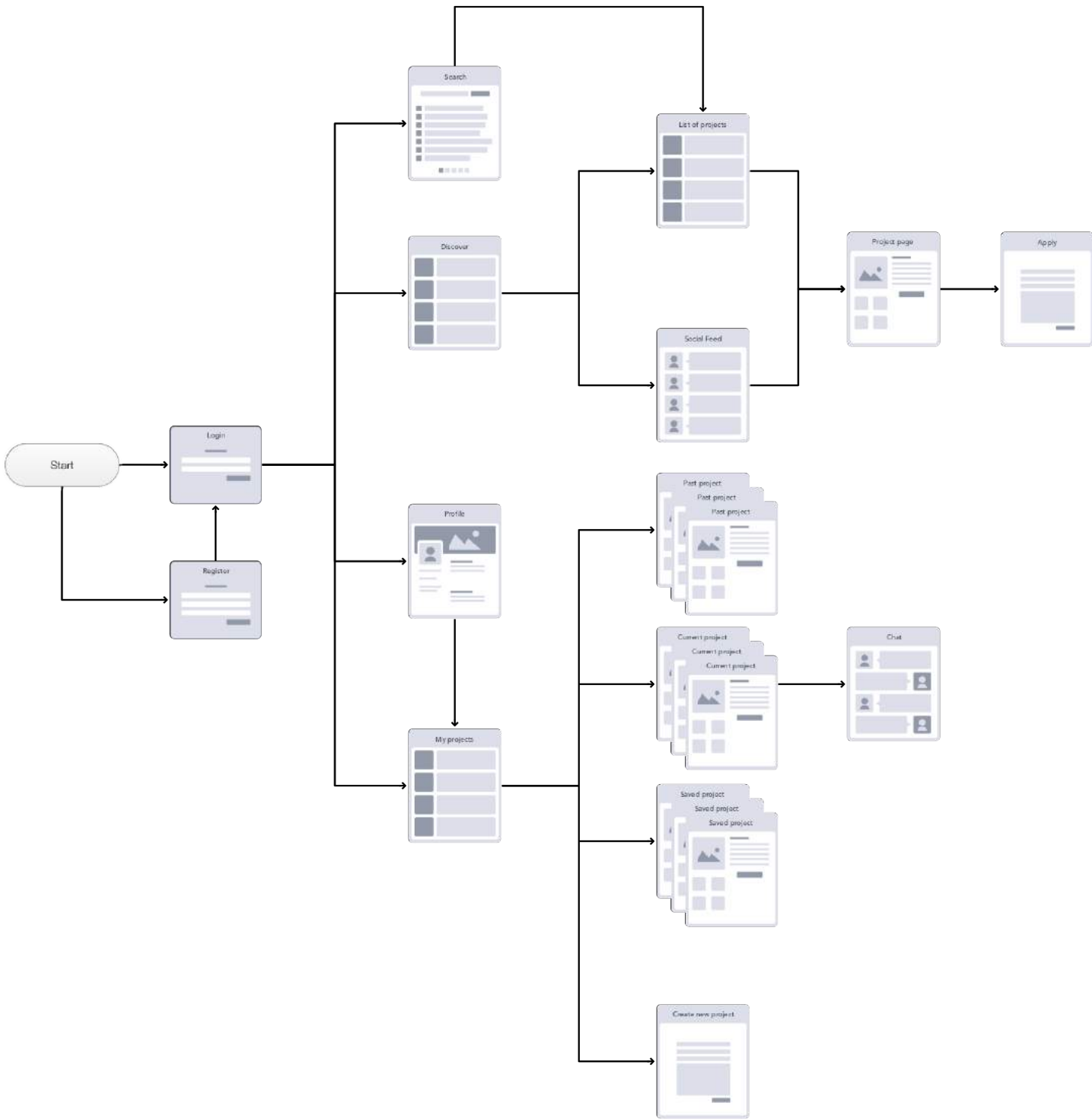
Feature Prioritization

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

Must

- Project posting, including duration, group size, category
- Be able to apply to a project
- Integration with linkedin profile
- Search for candidates/projects

Should

- Message system (within project)
- Scheduling
- Can close project listing
- Resume and portfolio

Could

- File sharing system
- Advanced faceted search
- Chatrooms
- Video chatrooms
- Connect projects to job boards

Won't

- Won't teach skills like classroom setting
- Won't sell courses
- Won't require membership fees

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.
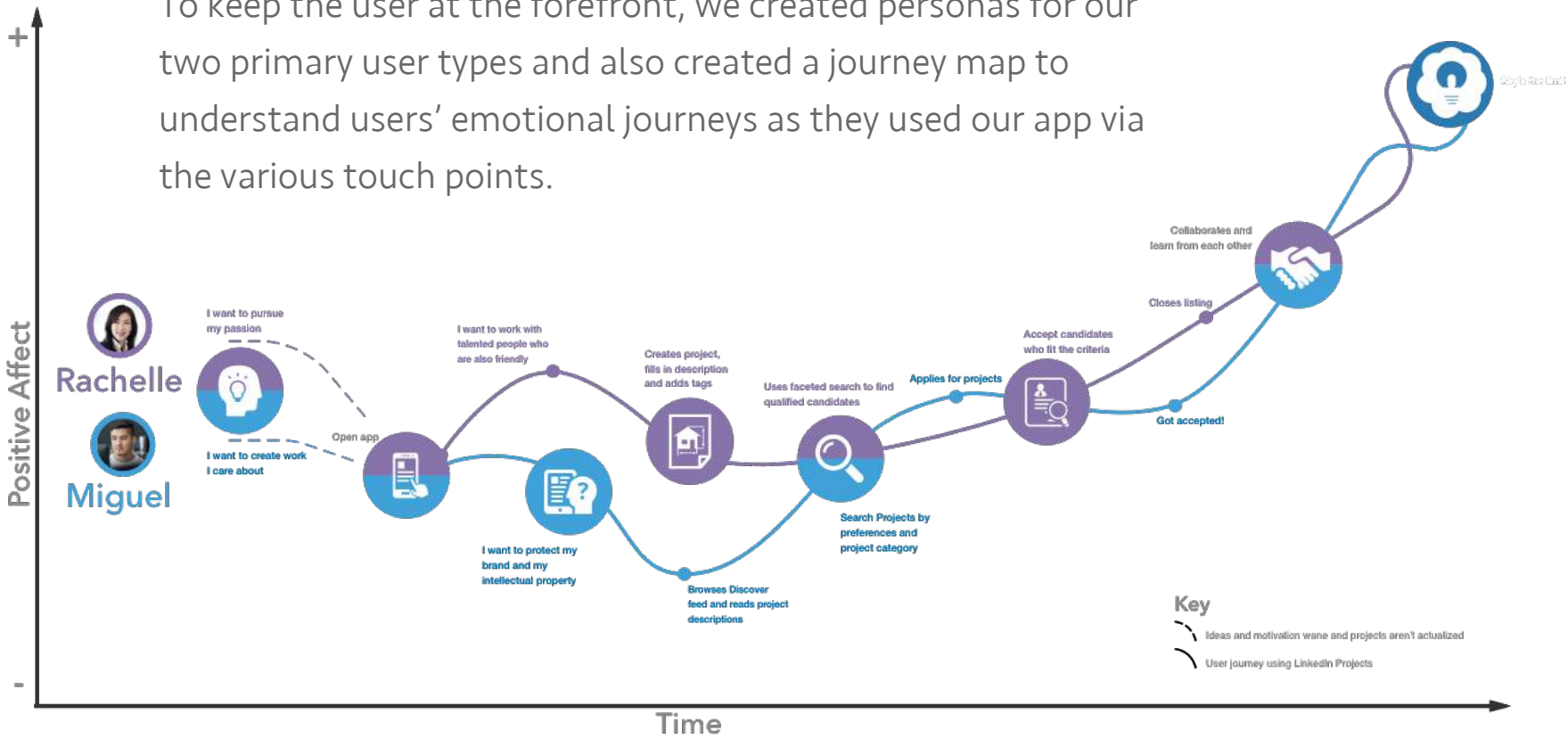
Prototyping, testing & iterating

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.

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.
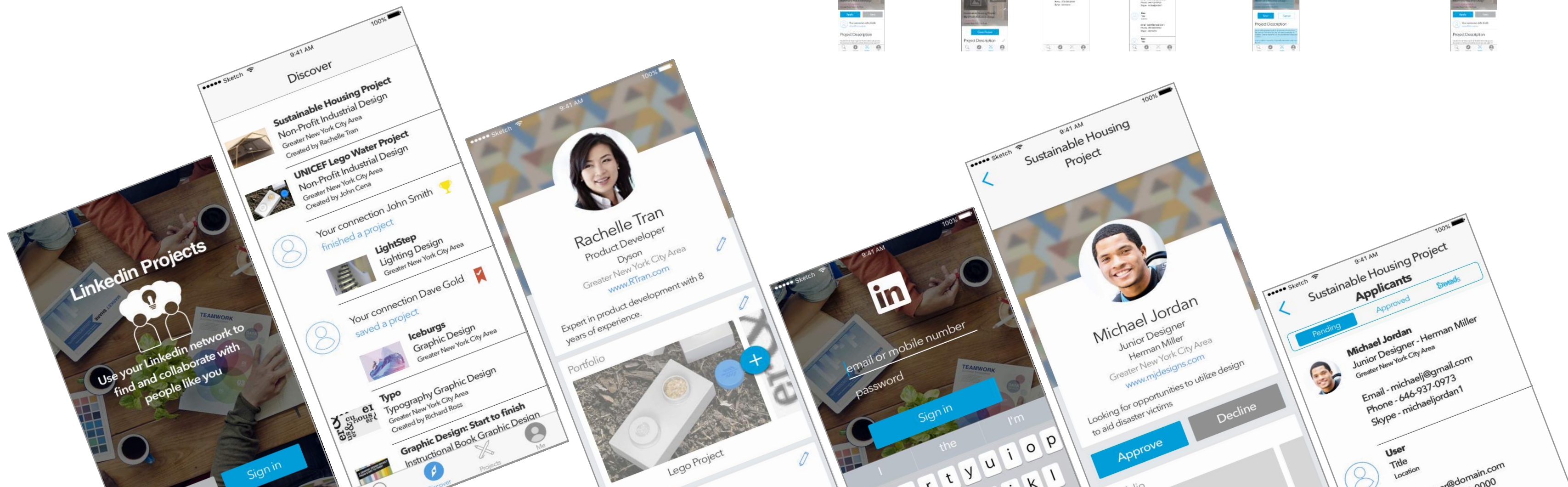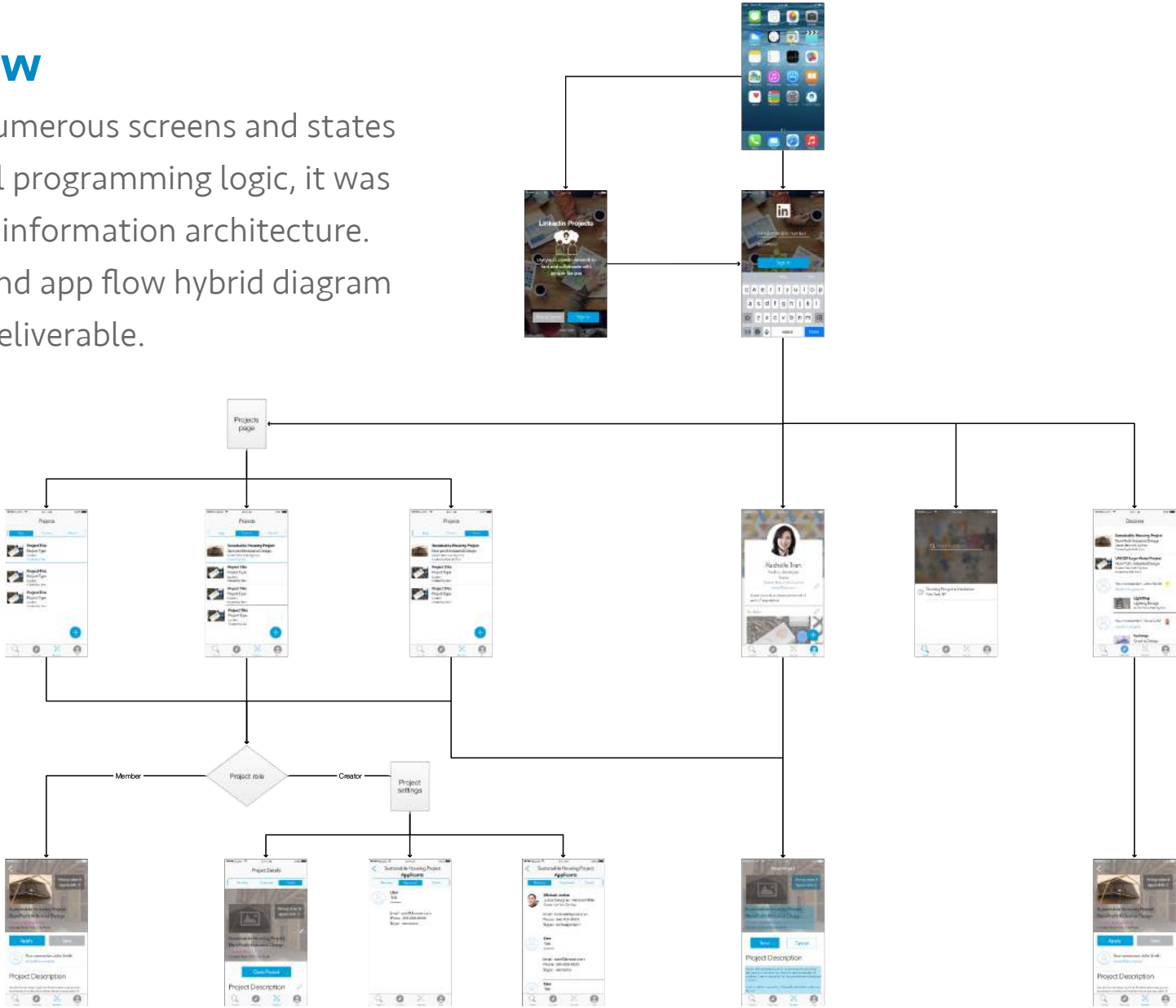
How I use...

EVERNOTE®

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.

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.

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.

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table of contents ⌄
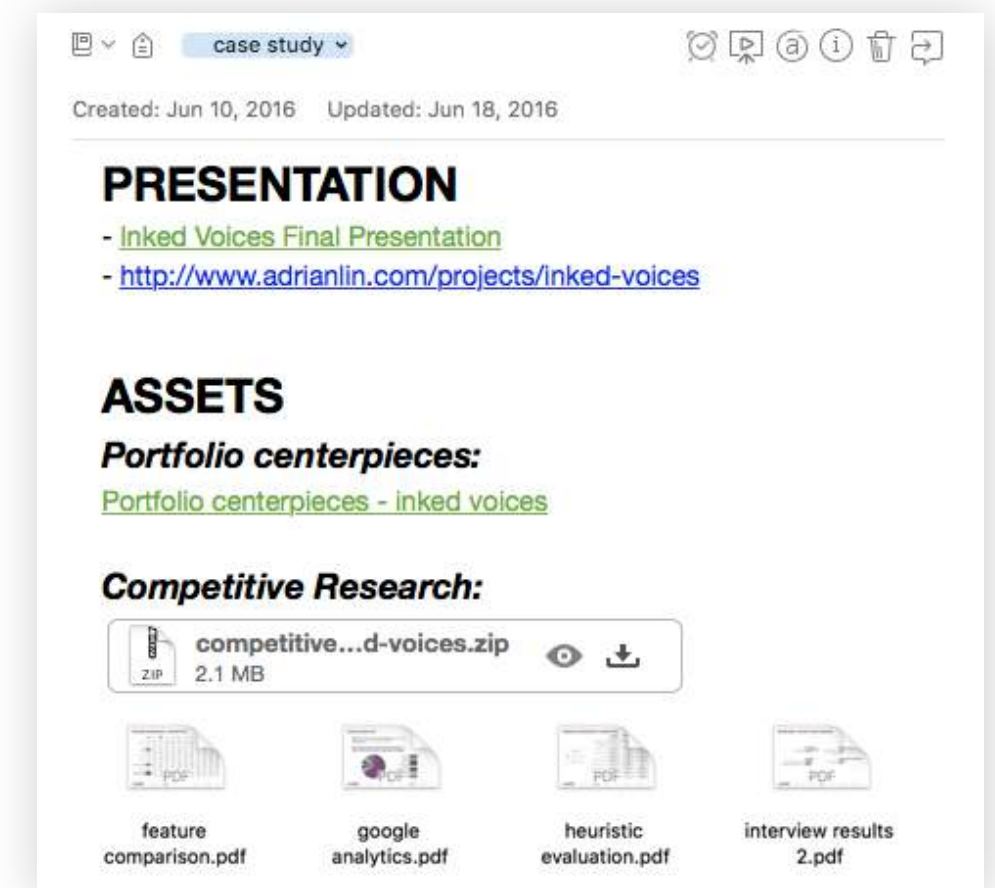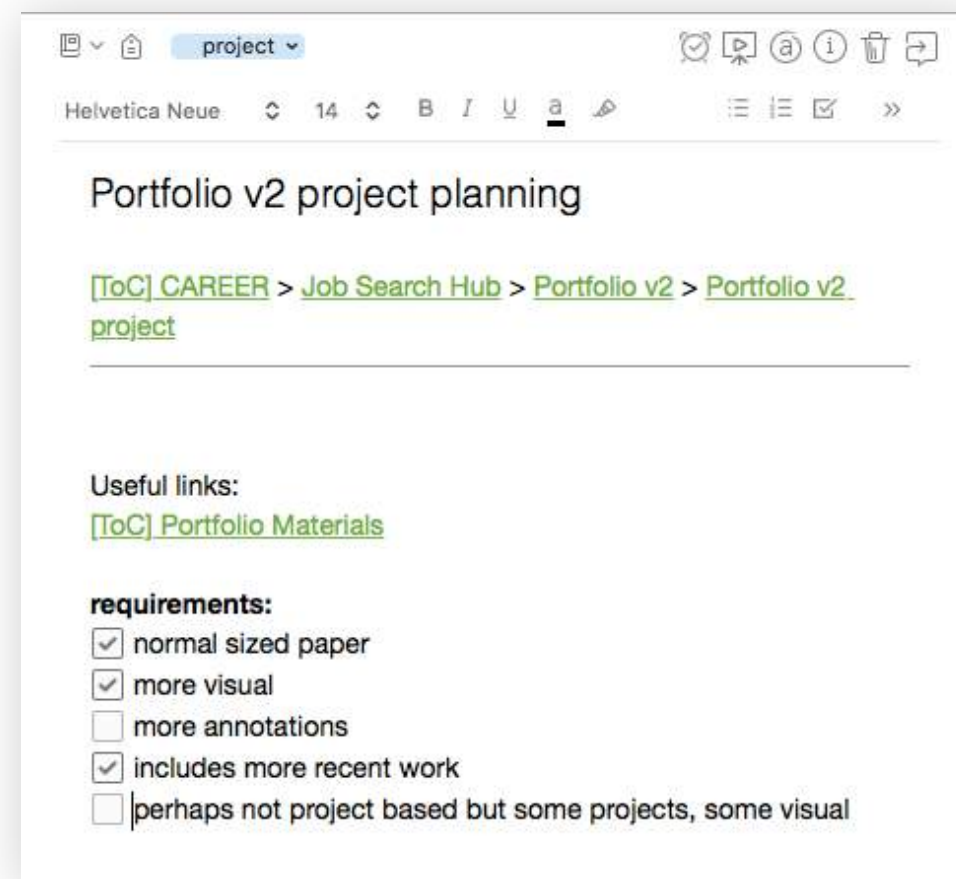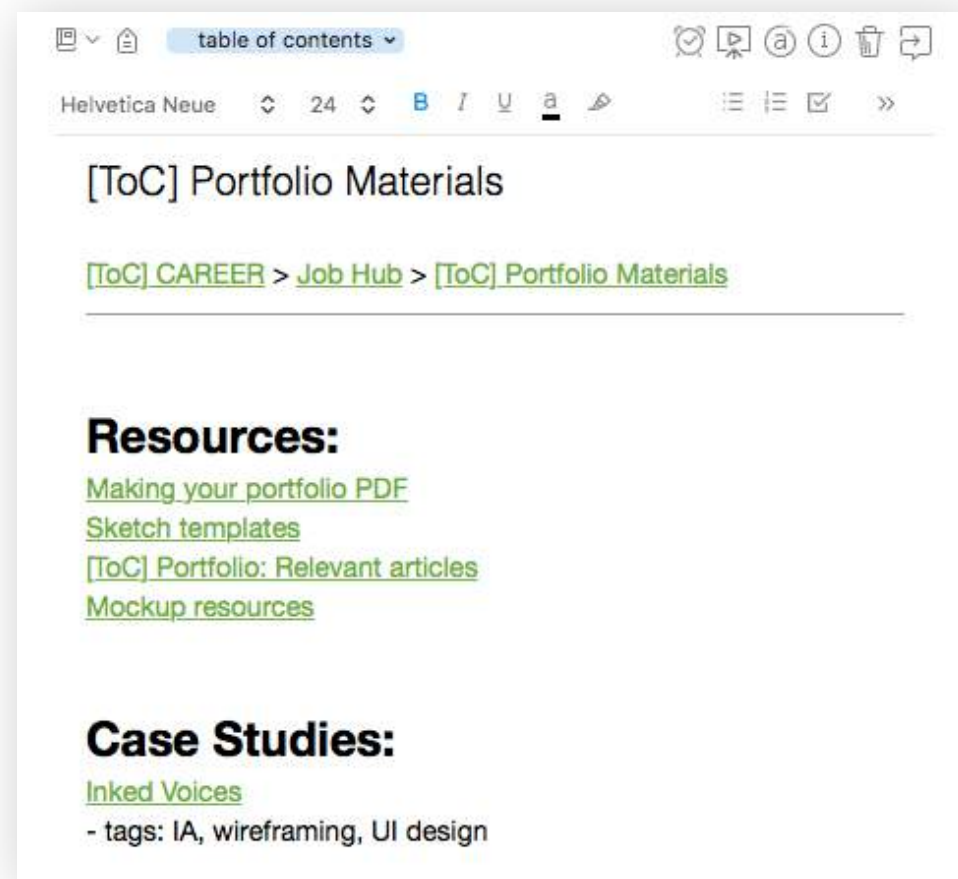
Helvetica Neue ⌄ 24 ⌄ **B** *I* U a ✎ ≔ ⋮≡ ☑ »

[ToC] Portfolio Materials

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

Resources:
Making your portfolio PDF
Sketch templates
[ToC] Portfolio: Relevant articles
Mockup resources

Case Studies:
Inked Voices
- tags: IA, wireframing, UI design

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project ⌄

Helvetica Neue ⌄ 14 ⌄ B *I* U a ✎ ≔ ⋮≡ ☑ »

Portfolio v2 project planning

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

Useful links:
[ToC] Portfolio Materials

requirements:
- [x] normal sized paper
- [x] more visual
- [ ] more annotations
- [x] includes more recent work
- [ ] perhaps not project based but some projects, some visual

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case study ⌄

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

PRESENTATION
- Inked Voices Final Presentation
- http://www.adrianlin.com/projects/inked-voices

ASSETS
Portfolio centerpieces:
Portfolio centerpieces - inked voices

Competitive Research:

[ZIP] competitive...d-voices.zip 👁 ⤓
2.1 MB

feature comparison.pdf   google analytics.pdf   heuristic evaluation.pdf   interview results 2.pdf

How I use...

Sketch³

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.

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.
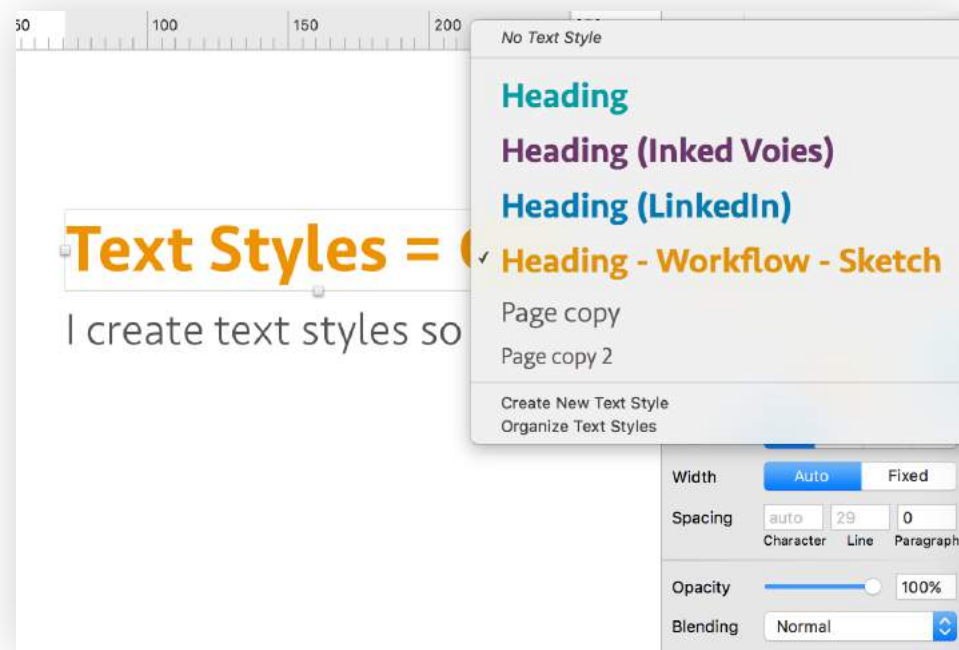
Symbols = D.R.Y. UI elements

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.
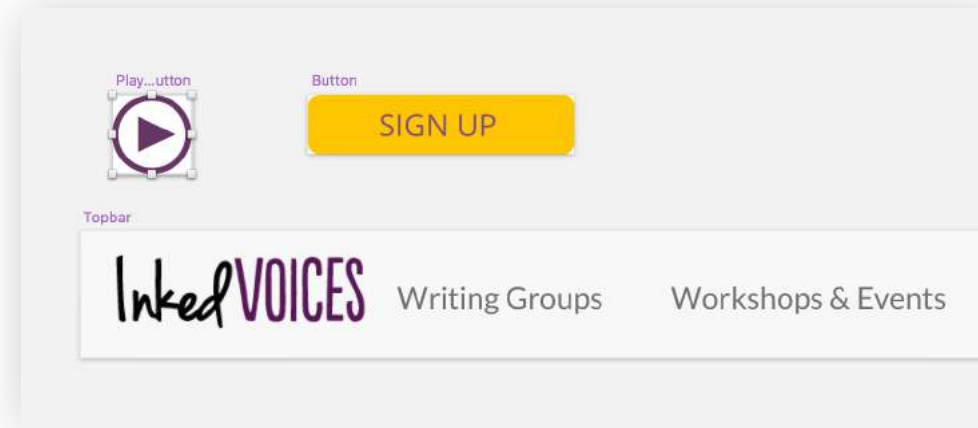
Labeled groupings = semantic HTML

I 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. This also helps other people who access the document understand my work.
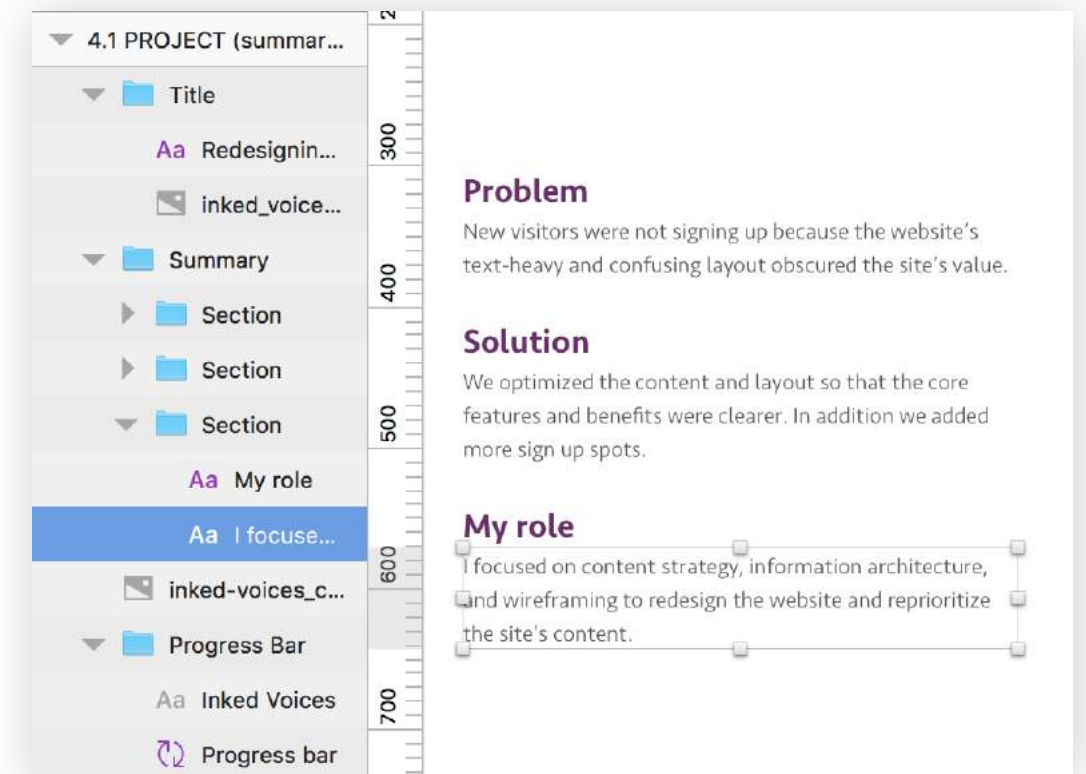
I also do...

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.
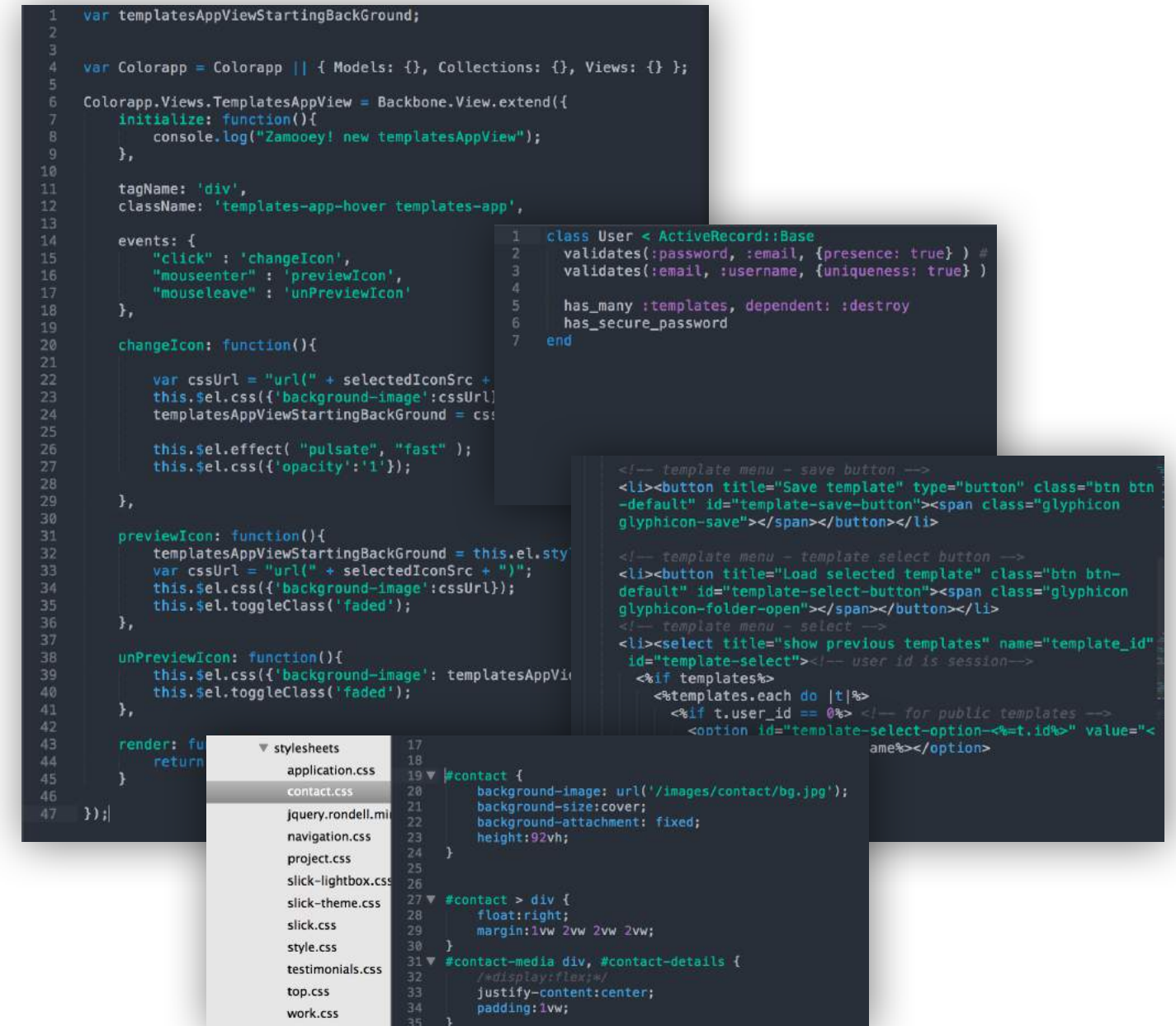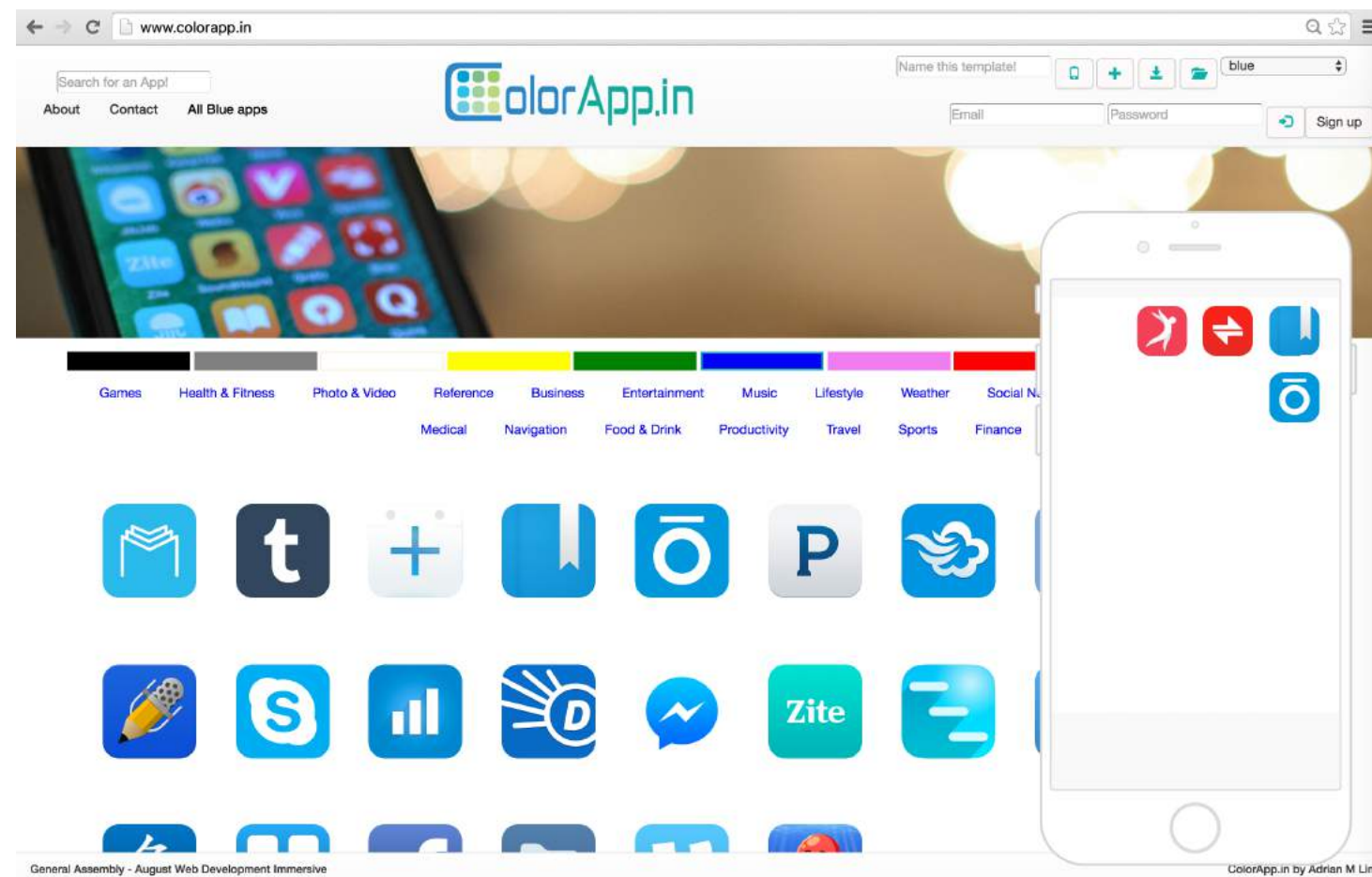
Colorapp.in

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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