YU HSUAN LIN

User Experience + Interaction Design

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Portfolio www.yuhsuanlin.com

EDUCATION

New York University
Sep 2017 - May 2019

Masters, Integrated Digital Media (IDM)
Focus on UX, and Interaction Design.

National Chiao Tung University
Sep 2012 - June 2016

BS in Computer Science
Focus on Data Visualization and HCI.

WORK EXPERIENCE

NYU Information Technology
UX Designer
Sep 2017 - Now

- Delivered 5 projects and launched 3 designs by running design sprints. Applied lean UX to the projects. Created hypothesis for each product, carefully explored users' needs and validated the hypothesis through interviewing potential users. Designed interactive prototypes for 3 projects.

Backer-Founder
Product Designer
July 2016 - June 2017

- Optimized the user experience for the e-commercial website, Backme. Increased conversion by 28%, reduced bounce rate by 35% and improved user engagement. I pinpointed users' pain points through interviews and surveys. Defined user flow and information architecture, and provided UI design solutions to the system. Created 100+ wireframes and 40+ prototypes for the system.

- Translated designs to front-end code, estimated time and costs, and wrote feature tests. Reduced 30% of time spent on communication and development.

NCTU Plus
UX/UI Designer and Front-end Developer
May 2015 - Jun 2016

- Coordinated a design team and collaborated with back-end developers. Evaluated and designed the entire UI foundation. Visualized a large amount of information regarding rates and reviews of professors and courses. Increased the website's conversion rate by 15%.

SELECTED PROJECTS

Blender - Sketch Plugin

Blender is a Sketch plugin which can let users create a series of intermediate objects and colors between selected objects. Conducted user research and developed the plugin. **Got 298 stars on Github.**

Talk to Figure - Site Specific User Experience Project

Designed an exhibit for a museum regarding abolition history. Enabled people to learn from abolitionists through interactive storytelling. Took the responsibility from user research to prototype development.

AWARD

Booking.com Hackathon
3rd place

Akatsuki Game Hackathon
1st place

Computer Graphics Workshop
Honorable Mention Award

Senior Project Contest
Excellence Award

NCTU
Academic Achievement Award

EXHIBITION

Creative Expo Taiwan 2016
Illustration Exhibition
Invited by Tumblr

SPECIALITY

Skills

Interface design (app/web)
Interaction design
Visual design
Digital prototyping
Storyboarding
Wireframing
User Research
Usability Testing
Video making

Tools

Visual
– Sketch
– Adobe Creative Suite

Prototyping
– Principle
– Invision

Development
– HTML / SASS/ Javascripte
– D3.js / Vue.js / p5.js
– Ruby on Rails (Basic)
– Python/PHP