

CHEECHEE LIN

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cheesquared.com
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EDUCATION

University of California, Los Angeles

B.A. Communications with Computing | Spring 2017
Typography, Web Design, Object Oriented Programming

London School of Economics

Study Abroad | Summer 2014
Marketing, Management

UCLA Extension

UX: Designing for Mobile | Fall 2016
Mobile User Interface Design

ACTIVITIES

Girls Who Code

Mentor | Summer 2016

Lean In(terns)

Participant | Summer 2016

Association of Computing Machinery (UCLA)

Marketing Director | Winter 2016

Convey UX Conference

Student Scholarship Recipient | Winter 2017

Princeton Envision Conference

Discussing the Future of VR and AR | Fall 2016

SKILLS

User Centric Design

User Research, User Testing, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, After Effects), Sketch, Figma, Origami, Framer JS, InVision, Mobile & Responsive Design, Apple Keynote

Analytics

Google Analytics, Adobe Marketing Cloud

Programming

HTML/CSS, JavaScript, PHP, Python, C++, GitHub

Languages

Mandarin Chinese (native read-write-speak)

Other

Logic Pro X, Sibellius, A Cappella, MS Office Suite (Outlook, Word, Excel, Powerpoint), Social Media (Twitter, Facebook Ads, Instagram, Snapchat)

EXPERIENCE

Adobe

Optimization Consultant Intern | Summer 2016

Utilized a data driven approach to strategize and implement A/B tests on major Fortune 500 client sites. Balanced business and client needs. Developed a yearlong strategic testing plan to improve website conversion, including wireframes, web experience redesigns and banner messaging for a major social media client.

LA Hacks

Designer | Fall 2016 - Present

Brand and UX Design for LA Hacks, the UCLA student-run hackathon hosting over a thousand hand-picked hackers in April 2017. Specifically focused on a refresh on the official 2017 LA Hacks website (lahacks.com) and leading the redesign of the application and grading flow with an emphasis on mobile friendly design.

Creative Labs

Designer | Fall 2016 - Present

Conceptualized and led the branding and design for Visualizing LA, a design-centric data visualization of transportation data in Los Angeles. Developed style guide, narrative and wireframes for the website visualizingla.com. Won Best Design award at Facebook sponsored UCLA Hacker Expo.

Belkin

Product Management Intern | Summer 2015

Delivered 6 tablet extension keyboards through collaborating with Development, Marketing, Product, and Design teams. Defined product requirements & product roadmap, analyzed competitive landscape, and created official sales presentation for keyboards released globally.

LinkedIn

Campus Editor | Fall 2015 - Present

Selected as part of LinkedIn's inaugural class to create, curate and discover #StudentVoices on LinkedIn's Pulse Platform. Held workshops for student groups, edited drafts and pitched ideas to fellow students. Wrote and edited articles that received 10K+ views.

Bruin Advertising and Marketing Team

UX Researcher & Strategic Planner | Fall 2014 - Spring 2015

Conducted strategic and user experience research on Pizza Hut site to increase website purchase conversion rate. Used common UX methodologies such as usability interviews, surveys, focus groups, A/B Testing, and card testing. Won first place in Southern California regionals.

Apple

Campus Representative | Fall 2014 - Spring 2015

Advised, educated, informed and resolved issues for students, alumni, and faculty on Apple products through field marketing in office hours and workshops. Increased sales substantially for the UCLA computer store.

AWARDS

UCLA Internet Research Incubator

UX Researcher & Prize Recipient | Fall 2016 - Present

Selected as one of twelve UCLA students to receive a 15K grant as part of the inaugural class to pursue interdisciplinary, revolutionary research on the Internet. Specific research project focused on user experience, evaluating UI patterns in mobile commerce apps.

City Fellows Consortium

Fellow | Fall 2016

The City Fellows Consortium is an innovation-centered private league for Los Angeles' top undergraduate tech fellows. It focuses on building new ties for every Fellow to VC, government and LA's top technology enterprises.