

Tracy Lin

UX & UI Designer

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(714) 987-0008

www.tracy-lin.com

Skills

User-centered Design

User Research

UI Design

Usability Testing

Typography

Sketching & Drawing

Organization

Listening

Education

2015-2016

Designlab UX Academy

User Experience Design

2011-2014

Otis College of Art & Design

M.F.A. Graphic Design

2007-2011

University of California, Los Angeles

B.A. Art; Minor in Education Studies

2010 First Place, Werner Z. Hirsch
Award in Representational Drawing

2010 Honorable Mention, Werner Z.
Hirsch Award in Representational

• Drawing

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Summary

UX designer with a background in graphic design and a deep empathy for people, passionate about using design to create a positive and lasting difference in the lives of people.

Experience

2016—Present

TechStyle Fashion Group, UX/UI Designer

2012—Present

Tracy Lin, Freelance UX and Graphic Designer

- *Asthma Management and Monitoring App (AMMA)*
 - Conducted user research, documented UX strategy, defined product features and user flows, developed wireframes and UI design, iterated and user tested for an app helping asthma sufferers manage their illness day to day
 - Completed within 80 hours
- *Dignity Meals (a non-profit service dedicated to fighting food waste and hunger)*
 - Applied user-centered methodologies to produce UX deliverables including research findings, sitemap, UX strategy, user flows, UI requirements, wireframes, brand and style guide, and user testing for an app matching local food donors with those who need it in a timely, safe, and easy-to-use way
 - Completed within 70 hours
- Graphic art and design for debut album, Planet Fear (for musician Hustlekat)
- Poster design and art direction, in collaboration with an undergraduate student, for Otis College of Art & Design Lecture Series (for type designer Raul Plancate)
- Concept development, brand and brochure design, product photography, market research and copywriting for The Remedy Pharm (a compounding pharmacy)

October 2013—May 2016

P.Chan & Edward, Inc., Production Associate

A printing management company working directly with clients to offer extensive project management for which I was responsible.

- Managed 200+ design projects for museum publisher Pomegranate Communications books, calendars, and gift products approximately every 6 months and planned each release's production schedule to successfully meet deadlines
- Oversaw product development from design to output and coordinated with production managers overseas to improve efficiency in work flow and production procedures
- Worked with clients to ensure project needs and goals were met

October 2012—January 2013

Pacific Sunwear (PacSun), Marketing Graphic Design Intern

- Developed and conceptualized window and POP displays to reflect brand values
- Designed visual marketing collateral for internal and retail use
- Conducted user research and pitched present and future campaign initiatives to encourage customer engagement and promote business growth