

Daokai Lin

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EDUCATION

UNIVERSITY OF CALIFORNIA SAN DIEGO

Major:
BA in Communications | 2020
Minor:
Cognitive Science-Design | 2020

COLLEGE OF SAN MATEO

Major:
AA in Mass Communication | 2018

SKILLS

DESIGN

Ideation • User Experience Design
Visual Design • UI • UX Design
UX Research • Product Design
Prototyping • Design Patterns

UX METHODS

Contextual Inquiries
Surveys • Interviews
Affinity Wall • Card Sorting
Personas • Storyboarding
Information Architecture
Competitive Analysis
Usability testing

TOOLS

Sketch • Axure • Adobe
Suite • Figma • Premiere CC

CODING

Front-end Development
HTML5 • CSS • Bootstrap
JavaScript Python
Java • Git

LANGUAGE

English, Mandarin, Cantonese

VOLUNTEERING

UCSD IBM Hackathon

April 2019

SONY Design Frontier

April 2019

EXPERIENCE

OUT & ABOUT COMMUNICATION

Digital Communication Intern | June 2019 – August 2019

- Monitored and provided Analytics reports for client web properties.
- Cultivate research on web design trends, technologies and strategies.
- Implemented copy edits and revisions to client websites as part of quality control process.
- Built page layouts and contact forms for financial services websites.
- Granted faculty/staff access and permissions to WordPress.

TEST IO

Software Tester (Remote) | August 2018 – November 2018

- Tested app behaviors and website functions.
- Reported software related issues and created attachments.
- Identified if the process of testing is going in sync with the software development.
- Designed the usability testing scenarios.
- Administered the process of usability testing.
- Developed test-product documentation.

GEEKROCK TV

Entertainment and Sport Writer | December 2018 – January 2019

- Assisted GeekRock with data collection and entry, and helped prepare reports using program data.
- Assisted with the review process of articles and posters.

UCSD TRIPLE C

Operational Officer | January 2019 – Present

- Conceptualized and explored customer onboarding experience for the official website.
- Collaborated with reporters on publishing blogs and articles.
- Collected and summarized latest Sci-tech news, and assessed other professional brands.

PROJECTS

REVITAL APP

UI/UX Designer | August 2019

- Conducted usability tests, heuristic evaluations, storyboards, logo design, personas, and presented final prototype to Cog-Sci faculty.

OUT & ABOUT COMMUNICATION WEB-AUDITING

Author | July 2019

- Conducted SEO improvement, conjoint analysis, website design review, content assessment and user experience analysis.