

# ZHE LIN

<http://www.zhelin.land>

## CONTACT

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## SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe Flash  
Adobe Indesign  
Axure RP  
Sketch

## PROGRAMMING

JavaScript (with svg/d3)  
jQuery  
ReactJS & Redux  
HTML/CSS  
AJAX  
PHP  
Java  
SQL  
Python

## SKILLS

Usability Test  
Graphic Design  
Data Visualization  
Web Design

## EDUCATION

- **Cornell University (GPA: 3.6)**  
Master in Information Science Aug 2015-Dec 2016 (Expected)  
Courses: Visual Data Analytics for Web, Interned Design&Prog for Web,  
Analytics-driven Game Design, Human Computer Interaction, Computer Graphic etc.
- **Beijing University of Posts and Telecommunications (GPA: 3.7)**  
B.E in Telecommunications Engineering with Management Aug 2011-Jul 2015

## EXPERIENCES

- **Android Health Application: MyBehaviorCBP** Sep 2015–May 2016  
UX/UI Designer | Cornell People Aware Computing Group
  - ✧ Establish user experience by conducting interviews with target people.
  - ✧ Iterative designed material user interfaces to avoid negative emotions and encourage regular activities.
  - ✧ Built usability tests with potential users and experts.
  - ✧ Worked with development team to implement designs by XML and Java.
- **IOS/Android Mobile Social APP: Arrow** Jan-Mar 2016  
UI/UX Design Intern
  - ✧ Designed material style screens and icons by Sketch and Photoshop.
  - ✧ Made iterations and design decisions based on user tests and user feedback.
- **Mobile HTML iOS APP: iPlanting** Feb–Jun 2015  
UI/UX Intern | Pudeshi, Inc
  - ✧ Conduct interviews with target users which are farmers and created workflow.
  - ✧ Made Iterations based on usability tests and prototyped by Axure.
  - ✧ Designed icons, logo and screens by Photoshop and Sketch
  - ✧ Developed iOS APP by mobile HTML/CSS framework KendoUI and Javascript.

## PROJECTS

- **iOS App for Students with Food Problems: CornellMenuU** Sep-Dec 2015  
UI/UX Designer, Cornell
  - ✧ Conducted user interviews and created personas and workflow.
  - ✧ Designed icons and detailed interfaces and prototyped by Axure RP and Sketch.
  - ✧ Made iterations based on tests and user feedback.
  - ✧ Evaluated the final prototype through expert review and usability study.
- **Gravity Online Game (released on [www.kongregate.com](http://www.kongregate.com))** Sep–Dec 2015  
Game Designer
  - ✧ Improved game mechanics by analyzing data gathered anonymously from players.
  - ✧ Designed visual, levels and create images by Photoshop.
- **Data Visualization** Feb–May 2016  
UI Designer & Front End Developer
  - ✧ Built websites to display several different datasets via JavaScript, JSON, d3 and SVG.
  - ✧ Implemented interactive functions to make data pattern obvious and meaningful.
- **Baidu ERP System Shopping Platform** May–Aug 2016  
Front End Intern | Baidu, Inc
  - ✧ Built Baidu ERP system shopping platform using Javascript, React.js and Redux.
- **Rwanda Lakeside Fish Farm Official Website** Mar–May 2016  
Front End Developer
  - ✧ Restructured the website to make it easier to use by HTML/CSS JS PHP and SQL.