

# Mike Lin

## UI/UX Designer

Sunnyvale, CA - Email me on Indeed: [indeed.com/r/Mike-Lin/78ed76475f383f4b](https://www.indeed.com/r/Mike-Lin/78ed76475f383f4b)

- Over five years of experience designing for the web.
- Specialize in the areas of user interface design, interaction design, visual design and usability.
- Expert knowledge of the user interface design process and deliverables throughout the development lifecycle including requirements refinement, task flows, storyboards, wireframe, screenshots, and detailed design documentation.
- Understanding of internet market, branding, graphics optimization, browser compatibility, and search engine optimization.
- Adept at delivering high-quality interfaces by applying proven design principles obtained from experience and scientific research.
- Proven ability to jump into new projects and learn new technologies quickly.
- Acquired leadership skills by being a supervisor in a competitive restaurant industry.
- Creative problem solver, self-motivated and detail-oriented.

Willing to relocate to: San Francisco Bay Area, CA - Pleasanton, CA - San Jose, CA

Authorized to work in the US for any employer

### WORK EXPERIENCE

#### UI Designer

Nolo - Pleasanton, CA - April 2011 to Present

- Designed UI from inception to final product and successfully launched brand new Nolo website which increased unique visitors by 30% and exceeded expectation by raised approximately 8% revenues every month.
- Spearheaded migrate projects that develop the common look and functionality to be migrated across the product suite to ensure user interface consistency.
- Developed new mock-ups and UI specifications for holiday events and raised 25% more in total sale leads.
- Developed user interface for internal and external applications and ensured usability during technical implementation.
- Regularly work amongst multiple functional teams including product content management, software engineer, graphic designer, and product marketing.

#### Web Designer / Developer

Hellbent Marketing - Redwood City, CA - May 2008 to April 2011

- Created and maintained client's websites UI.
- Implemented site-wide dynamic page title tags, meta tags, and on-page optimization.
- Maintained ongoing organic Search Engine Optimization (SEO) effort leading to the elimination of a paid search campaign and a marketing leader position.

### **Web Designer**

Tradewide Trading Co. Ltd. - 台中市 - June 2001 to May 2007

- Created the company website to showcase products to potential and existing customers in a user-friendly environment.
- Increased annual incomes by 200% by designed new images for the company's new products.

### **EDUCATION**

#### **User Experience Design**

General Assembly - San Jose, CA  
January 2017 to April 2017

#### **Bachelor of Art in Graphic Design**

San Jose State University - San Jose, CA  
2006 to 2013

### **SKILLS**

Responsive Web Design, User Experience Design, HTML, CSS, Bootstrap, Sketch App, User Interface Design, Photoshop

### **LINKS**

<http://mikelinstudio.com/>

<https://www.linkedin.com/in/mikelindesign>

### **CERTIFICATIONS/LICENSES**

#### **Supervision & Leadership I**

A course that provides supervisor with knowledge and skills needed for workplace.

#### **User Experience Design**

April 2017 to Present

An introduction to User Experience with a focus on Information Architecture. Students create a complete UX brief, from ideation to annotated wireframes that could be handed off to a developer to be built. They will also learn to conduct the research necessary and create all the supporting documentation required to defend their design decisions. There is a large focus on how to dissect and analyze common design patterns.

### **ADDITIONAL INFORMATION**

ADDITIONAL EXPERIENCE:

Graphic Designer, River of Life Christian Church (ROLCC): Santa Clara, CA -- January 2011 - Present

- Designed event posters, booklets, and website banners for the local River of Life Christian Church.

Mobile UI Designer, Freelance: San Jose, CA -- March 2013

- Designed user flow experience and user interface for an iPad app.
- Created a new logo identity by choosing font style and colors.

Mobile UI Designer, Freelance: San Jose, CA -- May 2012

- Designed user experience and user interface for an iOS app that utilize Facebook Graph/FQL api.

#### KEY SKILLS:

- Software Languages: Expert in HTML/HTML5 and CSS/CSS3; basic understanding of JavaScript, jQuery, AJAX, and MySQL.
- Software: Adobe Photoshop, Illustrator, Sublime Text 2, Sketch 3, Jira Project Tracker, and SVN.
- Applications: Drupal, Wordpress, Bootstrap 3, iWork Pages, Keynote, Office Word and Excel.
- Platforms: Microsoft Windows, Mac OSX and Ubuntu Linux environments.
- Language: Fluent in English and Mandarin Chinese.