Joanne Lin

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ABOUT

I'm a strategic designer who believes that every design decision should be deliberate. I strive to solve problems creatively using a combination of data, customer feedback, unrestrained ideation and continual iteration.

SKILLS

Design
Sketch, Photoshop, Illustrator, Invision, Proto.io, After Effects, Principle

Research tools
Usertesting.com, Usability Hub, Heap, Google Analytics, Looker

Development
HTML, CSS, SASS, JS, React, Git

EDUCATION

Cal Poly, San Luis Obispo
Bachelor of Architecture, June 2014
Magna Cum Laude

AWARDS

Cal Poly LA Metro Program
Thom Mayne Best Design Award, 2013

AIAS Rethinking Home Competition
Jury's Award, 2012

EXPERIENCE

NatureBox
PRODUCT DESIGNER - APR 2016 TO DEC 2017 - REDWOOD CITY, CA

Led UX and visual design execution for the e-commerce website. Worked with a cross-functional team to release dozens of value-added features and improvements for both customers and the business.

Improved the add to cart experience using web analytics data and user tests to inform and validate design decisions. Increased conversion by 40% and AOV by 21%.

Assisted with driving strategy and execution of dozens of iterative A/B tests to improve key metrics and derive quick learnings. For example, one test improved the take rate of our "Subscribe to Save" feature by 142%.

Led the website redesign for a strategic rebrand. Created a style guide and component library focusing on design scalability and coordinated with other customer touch points like packaging and retail to ensure brand consistency. Executed seamlessly without any major issues on site.

Mapped out the entire physical and digital user experience, with real customer feedback, to uncover customer pain points.

Ensured a high level of quality output on all projects by helping with testing, pixel tuning, and working closely with engineering to prioritize issues, leading to fewer bugs and smoother product releases.

Freelance
PRODUCT DESIGNER - OCT 2015 TO PRESENT - SAN FRANCISCO, CA

Dor Technologies: Designed a personalized web onboarding experience for hardware installation that replaced traditional paper instructions. Significantly reduced support tickets.

Doblet: Redesigned the Android and iOS mobile app for a portable charger renting service. Improved charging experience, purchase flow, and search through usability tests.

Serkit: Designed a consumer messaging app from concept to visual design. Created animated mockups to portray design intent of experimental features to developers.

Edmonds + Lee Architects
ARCHITECTURAL DESIGNER - AUG 2014 TO APRIL 2016 - SAN FRANCISCO, CA

Space planning, concept design, 3D visualization. Managed 3 projects under construction on top of design work, including the interior of a 403 unit multi-family development in SF.