

Karen Lin

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EDUCATION

University of California, Berkeley

Degree: Bachelor of Arts in Comparative Literature, Music (GPA 3.86)

May 2016

Coursework: Structure and Interpretation of Computer Programs, Foundations of Data Science

SKILLS

Programming: Python, HTML, CSS, Javascript, SQL, Git, command line

Software: Sketch, Adobe Photoshop/Illustrator/InDesign/Premiere Pro/AfterEffects, Madcap Flare

Languages: Proficient in written and spoken Mandarin Chinese

INTERNATIONAL EXPERIENCE

Multimedia Intern, Independent Digital

Dublin, Ireland, Jun 2015-Aug 2015

- Contributed footage for various video projects and curated multimedia content to generate website page views
- Created graphics for a weekly TV program and published articles about technology

EXPERIENCE

Jr. Product Manager, Rakuten USA

San Mateo, CA, Feb 2017-present

- Prepare live and recorded demos and presentations
- Test product alongside engineers for quality assurance
- Plan and break down weekly tasks based on product vision
- Perform customer outreach and write customer-facing documentation
- Research and serve as product expert in all areas

Technical Writer, Rakuten USA

San Mateo, CA, Jun 2016-Jan 2017

- Document new features, conduct UI/UX and text reviews for upcoming software releases
- Design and write user journeys, storyboards, and wireframe mockups for a product demo
- Develop and maintain Python script used to generate documentation
- Write scripts, record voice-overs, and design animations for product demo videos

Multimedia Editor, The Daily Californian

Berkeley, CA, Jan 2016-May 2016

- Hired, managed and guided a team of 14 music producers and video journalists in producing daily video projects

Multimedia Assistant Editor, The Daily Californian

Berkeley, CA, Aug 2015-Dec 2015

- Produced clear, concise how-to documentation for the Daily Cal WordPress site user interface

Multimedia Web, Video, and Music Producer, The Daily Californian

Berkeley, CA, Sep 2014- Aug 2015

- Conducted research and published feature articles, data-driven infographics, and opinion columns
- Upload team members' videos to the WordPress site and research strategies for marketing videos on social media
- Film, edit, and publish videos and music clips for the Daily Cal YouTube channel at least once every 2 weeks

Marketing Writer and Webmaster, U Music Education Foundation

Fremont, CA, Jun 2014-present

- Design, write, and revise the school's website content, internal policies and procedures, biannual newsletters, internal surveys, brochures, social media posts, and other marketing materials
- Maintain the school's website with most recent schedules, photos, and news through File Transfer Protocol
- Translated documents between English and Chinese for students and parents

Summer Camp Teacher, U Music Education Foundation

Fremont, CA, Jul 2013, Jul 2014

- Directed 4 percussion classes of 12 1st-to-3rd grade students each during week-long summer camps
- Designed curriculum to increase students' comfort with stage performance and Chinese musical culture

ACTIVITIES

- 16 years of percussion performance with various ensembles, including trips to Europe, Asia, and Carnegie Hall
- Completed a 66-mile backpacking trek with Venture Crew 468 at Philmont Scout Ranch in Aug 2014