

K Karen Lin

Web Design & Development

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I go beyond my job descriptions to design and develop beautiful user experiences. My diverse skills in the UX sphere - design, development, product management, writing, and animation - allow me to approach the user from a variety of perspectives.

Skills

Design: Wireframing, mockups, storyboarding

Programming: HTML, CSS (Sass), JavaScript, Python, Git

Software: Illustrator, Premiere Pro, AfterEffects, Photoshop, InDesign, Sketch, Balsamiq

Languages: Mandarin Chinese, English

Education

University of California, Berkeley

B.A in Comparative Literature & Music
May 2016

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

Interests

Percussion performance, backpacking, dance, books

Experience

Jr. Product Manager, Rakuten USA

San Mateo, CA, Feb 2017 - present

- Perform competitive analysis and research in the mobile development platform market
- Prepare live and recorded demos and presentations as part of customer outreach
- Test product alongside engineers for quality assurance
- Plan product vision and break down weekly tasks

Technical Writer, Rakuten USA

San Mateo, CA, Jun 2016 - Jan 2017

- Documented new features, conducted UI/UX and text reviews for upcoming software releases
- Designed and wrote user journeys, storyboards, and wireframe mockups for a product demo
- Developed and maintained Python script used to generate documentation
- Wrote scripts, recorded voice-overs, and designed animations for product demo videos

Multimedia Editor, The Daily Californian

Berkeley, CA, Jan 2016 - May 2016

- Hired and managed a team of 14 music producers and video journalists to produce daily video projects

Multimedia Web, Video, and Music Producer

Berkeley, CA, Sept 2014 - Dec 2015

- Conducted research and published feature articles, data-driven infographics, and opinion columns
- Researched strategies for marketing videos on social media
- Filmed, edited, and published videos and music clips for the Daily Cal YouTube channel at least once every 2 weeks

Webmaster and Marketing Writer, 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
- Enhanced the school's website and updated it with the most recent schedules, photos
- Translated documents between English and Chinese for students and parents