

LINDA LIN

Toronto, ON | [Portfolio Link](#) | lindalin.connect@gmail.com

EDUCATION

George Brown College Toronto, ON
Front End Development 2024 – 2025

Humber College Etobicoke, ON
User Experience (UX) Design 2022 – 2023

- Related Courses: User Experience, Project Management

Ryerson University Toronto, ON
Graphic Communication Management 2018 – 2022

- Related Courses: Design and Layout, Advanced Typography
- CGPA: 3.3

WORK EXPERIENCE

Mad Engine Toronto, ON
Ecommerce Graphic Artist Feb 2024 – June 2024

- Created content and input product photos, title descriptions for 14 Canadian Retailers using Photoshop and Microsoft Excel to provide customer purchasing confidence.

Hong Fook Mental Health Association Toronto, ON
Graphic Designer Mar 2022 – Dec 2022

- Developed branding materials for a wide range of clients, resulted in a 25% increase in client engagement and a 15% growth in new client acquisition.

RE/MAX MILLENNIUM Toronto, ON
Content & Social Media Marketing Intern Jun 2021 – Sep 2021

- Drove SEO strategy through high-impact content creation, resulting in a 40% increase in search traffic and improved keyword rankings across targeted topics.
- Worked closely with the Marketing department to create and distribute weekly emails and newsletters, leading to a 25% increase in open rates and a 20% boost in click-through rates.
- Collaborated with the Design team and created captions for social media campaigns; enhanced engagement and brand visibility by 30%.

PROJECTS

UI Designer - CURA Mar 2023 – May 2023

- Designed a platform catering to women's health in remote areas with the focus in accessible design.
- Executed user-centered design processes by developing high-fidelity mock-ups and prototypes, leading user testing sessions; achieved a 30% increase in task completion rates and a 20% reduction in user errors.

Lead UI Designer - Wayfinding for Accessibility Jan 2023 – Mar 2023

- Implemented an accessible wayfinding app to streamline grocery shopping for individuals with special needs, increased customer engagement by 30%.
- Conducted comprehensive usability testing sessions; identified key pain points and implemented strategic enhancements, increased user satisfaction by 25%.

SKILLS

Tools: Figma, Framer, Miro, Canva

Design Practices: UI/UX Design, User Research, Usability Testing, Prototyping, Visual Design, Illustration, Video Editing, Branding

Languages: English (Native), Mandarin (Conversational)

Certifications: Panel on Research Ethics (TCPS 2: CORE 2022)