



NINA LIN

UX DESIGNER AND RESEARCHER

Phone: (201) 281-8257

Email: nl333@cornell.edu

Website: ninalin.me

EDUCATION

INFORMATION SCIENCE – USER EXPERIENCE &

DIGITAL CULTURE AND PRODUCTION

Cornell University | Aug 15 - Present

Bachelors of Arts with GPA of 3.5

Minor: Business

Relevant Coursework: Human Computer Interaction, Designing Tech for Social Impact, Design & Programming for Web, Teams and Technology, Data Science

EXPERIENCE

● COMPUTER SPECIALIST

SRI-RICE | Aug 15 - Present

- Led the design of the new SRI-RICE webpage using the Drupal platform.
- Organized the system's databases using SQL.
- Managed 100,000+ research documents in Zotero and Mendeley.
- Obtained research documents from various authors, bringing in 3000+ additions to the research database.
- Actively communicated with research journal authors from 20+ regions.

● BRAND INTERN

Curology | May 18 – Aug 18

- Created and analyzed new marketing campaigns on Facebook, Snapchat and Spotify.
- Designed, developed, and tested the "Patient Stories" campaign to improve 5,000+ patient engagement.
- Ideated and executed the #treatyoskin campaign, including visual designs for launch parties and photoshoots.
- Increased company exposure to 4,000+ new social media influences.

● INFO 1200/INFO 4430 TEACHING ASSISTANT

Cornell University | Jan 18 – Present

- Taught and led weekly discussions for 20+ Cornell students.
- Held weekly office hours and graded student assignments.

● SALES AND MARKETING INTERN

Gawain Consulting | May 17 – Aug 17

- Created a self-service product that expedites the input of 1000+ potential clients' contact information into contact management systems.
- Created signages, circulars, mock ups, e-mail campaigns, on line promotion, etc.

DESIGN TOOLS

Sketch

Balsamiq

InVision

Photoshop

Illustrator

InDesign

PROGRAMMING LANGUAGES

Python

HTML

CSS

PHP

JavaScript/jQuery

SQL

RESEARCH SKILLS

User Interviews

Card Sort

Diary Study

Usability Study

Cognitive

Walkthrough

PROJECTS

SRI-RICE ONLINE

Designed and developed the SRI-RICE ONLINE website, moving the website platform from Dreamweaver to Drupal.

ELEVATE

Created a mobile application as part of the Hilton Hospitality Hackathon that would provide a frictionless and personalized experience for hotel stayers.

BIZBUZZ

Built a web application that allowed local business owners to connect with their local community and within their businesses.