Monica Lin
Product Designer

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Education		
	Columbia University	B.A. in Psychology and Computer Science
	New York, NY	GPA: 3.76/4.00
	09.2017 - 05.2021	Honors: Dean's List, National Merit Finalist and Scholar

Experience

Pilota
Remote (New York, NY)
06.2020 - Present

Product UI/UX Design Intern
Redesigned landing page with conversion rate of 41.8% for Chrome extension comparing safety details of flights. Presented 5+ designs directly to C-suite. Assists front-end developers with implementation.

Cress Health
Remote (Providence, RI)
05.2020 - Present

Part-Time UI/UX Designer
Designed data analytics dashboard for clinics to track healthcare workers' burnout and mental health. Met with potential clients to receive feedback for dashboard. Prototyped "Resources" page, growing engagement by 38%.

NursingCE
New York, NY
05.2019 - 08.2019

Marketing and Graphic Design Intern
Used Google Analytics and beta-testing to tailor marketing campaigns. Boosted Instagram by followers 46%, Facebook by 22%, and Twitter by 62%. Rebranded colors, copy, and mascot, driving up engagement by 25%.

Projects

Design Collective
Remote
08.2020 - Present

Fellowship
Selected out of 100+ applicants. Conducting case study to improve Google Collections so users can better save and share search results with focus on UX and animations. Collaborates with mentors for weekly group critiques.

Adobe + Netflix Creative Jam
Remote
05.2020

Competition
Placed 23rd out of 600+ teams (top 3%) with desktop app named "Gazer" that reimagines streaming. Features public and private viewing rooms, video chatting while watching, and engaging with content friends have reacted to.

Columbia SSOL
New York, NY
01.2020 - 03.2020

Personal Project
Wireframed and prototyped mobile app to improve user interface and aesthetic of Columbia's "Student Services" portal. Surveyed 150+ students and user tested with 10 students. Pitched to faculty to make the app a reality.

Extras

Grace Hopper (GHC) Scholarship Recipient 2020
Awarded scholarship by Columbia Womxn in Computer Science for Grace Hopper Celebration — the world's largest gathering of women in STEM.

JPMorgan Software Virtual Internship
Coded programs in Python to track stock prices. Visualized data into dynamic, interactive graphs and tables using JavaScript.

Skills

Sketch/Figma	Surveying	HTML/CSS
Principle	Interviewing	JavaScript
Adobe CC	Researching	Java
Wireframing	Competitive Analysis	Python
Prototyping	User Testing	Consulting
Personas	Statistical Analysis	Marketing
Storyboarding	R/RStudio	Branding