Monica Lin
Product Designer

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SKILLS

Tools
Sketch
Figma
Adobe Photoshop
Adobe InDesign
Adobe Illustrator

Design
Wireframing
Prototyping
Personas
Storyboarding
Usability Testing

Research
Interviewing
Competitive Analysis
Surveying
Qualtrics
Statistical Analysis

Programming
Java
HTML/CSS
JavaScript
Python
R/RStudio

Management
Consulting
Market Sizing
Branding/Identity
Marketing

PROGRAMS

JPMorgan SDE Virtual Internship
Coded programs to track stock prices in Python and visualized data in JavaScript.

Grace Hopper Celebration Scholarship Recipient
Received a scholarship from Columbia Womxn in Computer Science to join the largest gathering of women in STEM.

EDUCATION

Columbia University
B.A. in Psychology and Computer Science

September 2017 — May 2021 · New York, NY

GPA: 3.71/4.00
Honors: Dean's List, National Merit Finalist & Scholar
Relevant Coursework: Thinking and Decision Making, Behavioral Neurobiology, Psychology, Intro to Java, Intro to Python, Data Structures, Data Analysis in R, Fundamentals of UI/UX (Coursera)

WORK EXPERIENCE

Pilota, *Product UI/UX Design Intern*

June 2020 — Present · Remote/New York, NY

Designed a landing page that has increased downloads by 13% so far for Pilota, a Chrome extension using AI to offer users safety and disruption information about flights | Tested the product with 15 users before and used insights to inform redesigns for the product's soft launch.

Cress Health, *Part-Time UI/UX Designer*

May 2020 — Present · Remote/Providence, RI

Redesigning an analytics dashboard for Cress Health, a startup application helping healthcare workers with burnout, mental health, and peer support | Wireframed, prototyped, and redesigned Cress' resource page, growing engagement by 38%.

NursingCE, *Marketing Analyst and Graphic Designer*

May — August 2019 · New York, NY

Used Google Analytics and beta-testing to tailor marketing campaigns at a tech startup offering nursing education | Boosted Instagram followers by 46%, Facebook by 22%, and Twitter by 62% | Created graphics and wrote copy for all of 2019's sales assets | Rebranded colors, copy, and mascot, driving up engagement 25%.

PROJECTS

Gazer, *Project for Adobe + Netflix Creative Jam*

June 2020 · Remote

Placed 23rd out of 612 teams (top 3%) | Designed a streaming service that allows users to watch content that connects with their learning goals, join global theaters, create private viewing rooms, save scenes via emoji reactions, and keep up with what their friends are watching.

The Columbia SSOL Mobile Application, *Personal Project*

January 2020 · New York, NY

Wireframed and prototyped an app to improve the UI and aesthetics of Columbia's "Student Services" | Surveyed 150+ students to learn about their opinions | Pitched to faculty to try and make the app a reality.