Monica Lin

Product Designer

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Education

New York, NY
09.2017 - 12.2021

Columbia University in the City of New York
GPA: 3.76 — BA, Psychology & Computer Science
Relevant Coursework: Advanced Programming, Data Structures, Intro to Java, Intro to Python, Social Psychology, Thinking and Decision Making, Research Methods - Cognition, Front-end Development (Coursera), UI/UX Design (Coursera).

Experience

New York, NY
10.2020 - Present

Columbia Build Lab — UI/UX Designer
Designing for Columbia MBA startups. Accelerating projects from ideas to minimum viable products.

New York, NY
09.2020 - Present

Prof. Smith's Lab, Columbia — Research Assistant
Coding program in Unity that helps the blind understand their environment through audio. Building lab website using Figma, Flask, JavaScript, and JSON.

Remote (NY)
06.2020 - 09.2020

Pilota — Product UI/UX Design Intern
Redesigned landing page with conversion rate of 41.8% for Chrome extension comparing safety details of flights. Presented 12+ designs directly to C-suite. Assisted front-end developers with implementation.

Remote (RI)
05.2020 - 09.2020

Cress Health — UI/UX Design Intern
Developed data analytics dashboard for clinics to track healthcare workers' mental health and stress. Increased clinic sign-ups by 66.7%. Organized meetings with CEO and CFO. Added first application to Cress' B2B products.

Projects

Remote (NY)
07.2020 - 09.2020

Google Collections — Design Collective Fellowship
Selected out of 100+ applicants. Conducted case study to improve feature allowing users to better save and share search results. Animated with Principle. Collaborated with mentors. Considered business metrics (clicks/ad revenue.)

New York, NY
01.2020 - 03.2020

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

Skills

Tools
Sketch/Figma
Principle
Adobe Photoshop
Adobe Illustrator

Design
Wireframing
Prototyping
Personas
Storyboarding

Research
Surveying	Statistics
Interviewing	User Testing
Competitive Analysis	A/B Testing

Languages
Java	
HTML/CSS	
JavaScript	
Python	
R/RStudio	

Business
Consulting	
Marketing	
Branding	
Market Sizing	
Microsoft Suite	

Awards & Certificates

Grace Hopper (GHC) Scholar, '20
Awarded scholarship by Columbia Women in Computer Science for Grace Hopper Celebration, the world's largest gathering of women in STEM.

Adobe + Netflix Designathon, '20
Placed 23rd out of 600+ teams in Adobe Creative Jam, a 2-day design competition.

JPMorgan SDE Virtual Program, '20
Coded programs in Python to track stock prices. Visualized data into dynamic graphs using JavaScript.

National Merit Finalist & Scholar, '17
Received scholarship for college. Awarded to <0.5% of 3.5 million students who took PSAT.