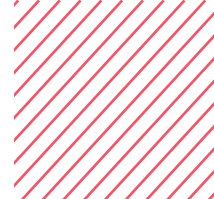




# Muzi Lin

## Product Designer / UX Designer

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## Experience

### UX Interaction Design Intern

**ServiceNow**

May - Aug 2020 | Santa Clara, CA (Remote)

- Planned, conducted, and led UX research including a heuristic evaluation, stakeholder interviews, and user interviews to uncover pain points on the employee portal and validate design
- Led and executed a design thinking workshop with 12 IT interns to brainstorm design solutions
- Created wireframes for topic-driven pages to reinforce storytelling from end-to-end on the employee portal for expected user base of 10,000+ employees

### UX Research Intern

**Meyers Research- Hanley Wood**

May - Aug 2020 | Costa Mesa, CA (Remote)

- Worked cross-functionally with the Executive Vice President, PM, and product designers to streamline data collection and deliver B2B integrated data and media products
- Conducted comparative analysis on 6 real estate listing sites to document detailed interaction models and UI components
- Built rapid prototypes; leveraged storytelling to communicate design solutions to leaders and stakeholders
- Created the first design library PPT of infographics for research teams

### UX Designer/ Product Manager

**Kare APP, HelpNow LLC**

Sept 2020 - Present | Ann Arbor, MI

- Lead the UX team to synthesize users' needs for the mental health App through user interviews to improve app performance
- Prioritize design iterations and create high fidelity to improve UI and user flows of the app
- Partner with CTO to identify and deliver new product solutions and implement agile ideation to streamline the iOS development process. The product will be launched in January

### UX Design Intern

**LyveBee, Inc**

Sept 2020 - Nov 2020 | Campbell, CA (Remote)

- Conducted market research to evaluate users' demands and requirements for the digital marketplace where customers connect with skilled consultants to receive personalized solutions
- Created rapid wireframe for onboarding process and instructor's profile

### Research Associate

**Michigan Medicine**

Aug 2018 - Aug 2020 | Ann Arbor, MI

- Served as a project manager in overseeing and performing qualitative and quantitative data management in Excel regarding patients' medical records for 11 mixed methods studies
- Utilized SPSS to perform descriptive and multivariate statistical analyses; interpreted and presented research findings to 5 doctors

### UX Designer

**PawnGuru**

Sept - Dec 2019 | Ann Arbor, MI

- Conducted interviews with pawnshop owners; designed and delivered wireframes, user stories, and prototypes optimized for a mobile application facing pawnshop owners that would ultimately become patented by PawnGuru

## Skills

### UX Design

**Tools:** Sketch, Adobe XD, inVision, Figma, Illustrator, Photoshop

**Methods:** Interaction Design, Service Design, Wireframe, Prototype, AR/VR

### UX Research

**Tools:** Google forms, Qualtrics, Miro Board

**Methods:** Individual interviews, Contextual Inquiries, Competitive Analysis, Focus Groups, Heuristic Evaluation, Usability Testing, Surveys

**Artifacts:** Affinity Diagram, Persona, User Journey

### Programming

**Tools:** HTML5, CSS3, JavaScript, JQuery, Python, SQL, Reactive Native, Firebase, R, SPSS

**Methods:** Agile Development / Data Analysis

### Language

Chinese

## Education

### University of Michigan

**M.S. of Information Science, HCI**

April 2021

Cumulative GPA: 3.94/4.0

**Graduate Student Instructor**

Fall 2020

Instruct 2 weekly discussion sections and hold office hours to assist a class of 160 undergraduate students for an introductory Python course

**B.A. of Psychology with Honors**

April 2018

**Minor in Applied Statistics**

Cumulative GPA: 3.69/4.0

**Activities:** Attendees Relation Volunteer for Interaction Design Association 2021 Conference

