



Jamie Lin

visual & ux designer · boston (or remote)

hi@jamiel.in · [portfolio](#)

experience

Visual Designer · [SimpliSafe](#)

2019 - PRESENT

- Senior visual designer with a focus on e-commerce and brand.
- Optimize e-commerce designs for clear IA, usability, and customer conversion.
- Design and prototype screens for multi-device home security app.

Graphic Designer · [SimpliSafe](#)

2016 - 2019

- Marketing graphic designer assisting on product as needed.
- Designed ads for cross-channel media (web, print, social, video, direct mail, et al).
- Redefined website experience for new product launch with key commerce pages.
- Supervised design interns with learning and executing our brand system.

Graphic Designer · [Gameface Media](#)

2015 - 2016

- Generalist graphic & communications designer. First design hire.
- Established friendly and trustworthy brand identity across communications.
- Assisted new product design with user research, wireframing, and prototyping.

education

Boston University B.S. in Advertising · 2011 - 2015

General Assembly User Experience Design · 2018

skills

Design & Code Visual design, UI/UX, prototyping, user research, HTML, CSS

Applications Adobe CC, Sketch, Invision, Zeplin, Figma, Mailchimp

miscellany

[Cook It Right](#) Host · [Friend Club](#) member · [Theatre@First](#) Anti-Racism Committee ·

[ImprovBoston](#) DEI Task Force · Occasional theaterperson · Bread enthusiast