

Rachel Lin

CONTACT

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WEBSITE

rachel1lin.github.io

EDUCATION

UC Berkeley c/o 2020

B. A. Cognitive Science

B. A. Political Economy

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

HTML/CSS

Sketch

Python

SQL

INTERESTS

Healthcare, education,
linguistics, virtual reality,
marketing, dance

PROFESSIONAL EXPERIENCE

UI/UX Design Intern Summer 2018

Cashbot.ai, a software for monetizing chatbots in the Skydeck Accelerator

+ Wireframed and mapped user flow of cashbot.ai website for redesign

+ Rebuilt user experience and added new features for developers and businesses

Graphic Design Intern Summer 2017

Food Moves, a mobile app start-up for tracking food trucks in real-time

+ Supported marketing manager with insights on social media and design

+ Graphics reached 1k+ audience members on Facebook and Google Ads

Social Media Strategy Intern Spring 2017

Hashcut, a video start-up based in the Skydeck Accelerator

+ Targeted specific age and location demographic with Facebook video contest to promote brand awareness and introduce new users to the Hashcut website

+ Recommended various marketing techniques in direct conversation with CEOs

PROJECTS

Layout and Graphic Designer Spring 2018

Berkeley Political Review, a non-partisan student news publication

+ Produced spreads for the print issue and graphics for the online publication

Human-Centered Design Decal Fall 2017

"How do we improve the parking meter experience?"

+ Conducted user research, identified pain points, formulated ideas for a broad range of users, compiled into a mobile app and redesigned parking meter

Web Designer Fall 2017

Webveloper, a software start-up for small business operations optimization

+ Designed the sales landing page for sales reps to close deals with clients

Costume and Graphic Designer Fall 2017

Identity X

+ Costume design reached 1k views overall on Steezy's Youtube videos

+ Graphic design reached 9k views overall on the Identity X Youtube channel

ACADEMIC RESEARCH

Research Apprentice Spring 2018

Linguistics Research Apprentice Program, UC Berkeley Linguistics Department

+ Helped compile an online corpus of the dying language Unangam Tunuu

(Aleut) in order to make its reinvigoration and rich lingual value accessible to all