

Yenan LIN | Sophie

An integrated thinker and quick learner who enjoys inspiring challenges. Striving to deepen my skills in design, specifically in *Service Design*, and *Strategic Product Design*.

Mail - ylin89@id.iit.edu

Portfolio - sophielynn.github.io

LinkedIn - [sophielynnn](#)

Location - @ United States

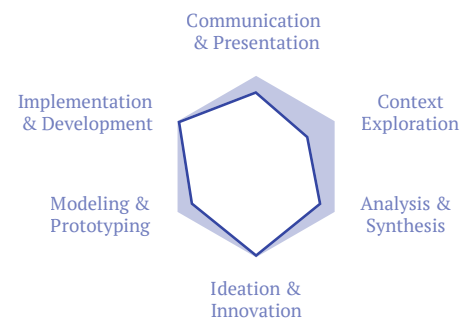
EXPERIENCE

- 2018.3-2018.11 **Design Consultant × Shindy | Digital Payment**
Served as a Design Co-founder to bring life to a start-up project. Focused on payments in the niche market of bars and clubs, looking at payment behavior and mental patterns across current players and failed competitors. Revealed possible opportunities through research and analysis. Led the design team to envision and develop a just, viable and sensible customer experience for this offering.
- 2018.1-2018.5 **Service Strategist × MorningStar | Financial Service**
A school workshop diving into the investment management industry, aiming to explore new opportunity areas in the ecosystem. The research was conducted in various forms to untangle the implicit and discover insights in this complex system. Based on the current business model of MorningStar, three opportunity frameworks got developed, evaluated, conceptualized and reported to the customer.
- 2017.7-2018.1 **UX Designer × Vamonde | Tourism**
Worked independently on the redesign of a B-to-B web tool, which enables content creators to narrate immersive tour guides for end users, and also supports further data analytics. Worked closely with the development and market team to address complex issues in an efficient way.
- 2017.6-2017.9 **Product Designer × ShrinkSpace | Healthcare**
Focused on the design of a website platform helping college students reach therapists. The process included research, analysis, a click-able prototype, and user testing while meeting the physical and mental needs of three different stakeholders for the final product.
- 2015.6-2016.2 **UX Design Intern × Meters/bonwe | E-commerce**
Focused on UI design with a multi-disciplinary team. Completed a holistic interface for version one of a smart TV application while negotiating and balancing between design principles, market expectation, cost, and sustainability with other departments.

EDUCATION BACKGROUND

- 2016-2018 **Master of Design, Institute of Design, IIT @Chicago**
- 2012-2016 **Major in Industrial Design, B.S., Tongji Univ. @Shanghai**
- 2013-2014 **Minor in Computer Science, Tongji Univ. @Shanghai**

DESIGN PROCESS



DESIGN

Product Design

- | Mobile Design
- | Web Design
- | Prototyping

User Experience Design

- | Interaction Design
- | User Journey Mapping
- | Wireframing
- | Usability Testing
- | Information Architecture

Service Design

- | Service Blueprint
- | Design Strategy
- | System Design
- | Business Design

User-Centered Design

- | User Research
- | Stakeholder Engagement

Communication Design

- | Visual Design
- | User Interface Design
- | Adobe Suite

WHAT'S ELSE

- Video Editing ■ ■ ■ ■ ■
- HTML, CSS, Java Script ■ ■ ■ ■ ■
- Mandarin ■ ■ ■ ■ ■
- Leadership ■ ■ ■ ■ ■