

Yenan LIN | Sophie

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

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EXPERIENCE

2018.3 - present Entrepreneurship × Shindy | Digital Payment

A journey of bringing an idea to life. Focused on payments in the niche market of bars and clubs, looking payment behavior across current players and failed competitors. Led design team and product management to develop a viable and sensible customer experience for this offering.

2017.7-2018.1 UX Design Intern × Vamonde | Tourism

Focused on the redesign of a B-to-B web tool, which enables tourism institutions to narrate immersive tour guides for end users, and also supports further data analytics. Worked closely with the development team and market team to address complex issues in an efficient way.

2017.6-2017.9 Product Design Intern × ShrinkSpace | Healthcare

Focused on the design of a website platform aimed at helping college students reach off-campus therapists. The process included research, analysis, a clickable prototype, and user testing while meeting the physical and mental needs of three different stakeholders for the final product.

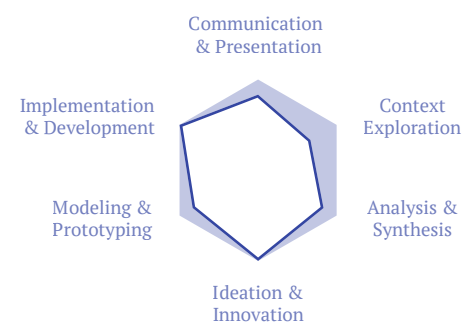
2015.6-2016.2 UX Design Intern × Meters/bonwe | E-commerce

Focused on UI design with a multi-disciplinary team of marketers, researchers, and engineers. Completed a holistic interface for version one of a smartTV application while negotiating and balancing between design principles, market expectation, cost, and sustainability with other functional 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

SELF EVALUATION



DESIGN



THINKING



MAKING

