

Yenan LIN | Sophie

An integrated thinker and quick learner who enjoys inspiring challenges. Striving to contribute and deepen my design skills, specifically as a *Service Designer* or *Strategic Product / UX Designer*.

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Portfolio - sophielynn.github.io

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Location - Chicago | Open to Relocation

EXPERIENCE

Design Lead × Shindy | Digital Payment 2018.03 - 2018.12

Served as a Design Co-founder in a start-up working on digital payment solutions at bars.

- | Analyzed the market and trends. Gathered insights from research.
- | Translated findings into just, viable, sensible, and seamless user experiences. Developed propositions that create value for both customers and bars.
- | Agile environment. Communicate effectively by quick iterations with rapid prototypes.
- | Facilitated effective decision-making by holding Co-creation workshop.
- | The product will be available on App Store Mar 2019.

Service Strategist × MorningStar | Financial Service 2018.01-2018.05

A school workshop exploring new opportunities in the Investment Management industry.

- | Simulated the company's role in the industry ecosystem. Blueprinted stakeholders and service blind spots in the ecosystem.
- | Conducted research in various forms to understand the experiences and needs of users.
- | Facilitated ideation workshop with analogous research to propose new perspectives.
- | Three opportunities frameworks got developed, evaluated, and conceptualized.
- | Final concepts got moved on for further validation after reporting to leaders of MS.

UX Designer × Vamonde | Tourism 2017.07-2018.01

Individual work on a web-based Create Tool design with Content Editor Console and Data Analytics Dashboard for a digital storytelling platform.

- | Crafted experiences that can be mapped directly to the business and user requirements of the project as well as clearly embody the UX strategy.
- | Collaborated closely with cross-functional partners especially front-end dev team.
- | Designed and implemented Usability Testings. Learnings and insights got introduced to the whole team and get passed around for perusal.
- | The final design is still in use and gets introduced to thousands of users.

Product Designer × ShrinkSpace | Healthcare 2017.06-2017.09

A Referral Tool design enabling college students reaching out to off-campus therapists.

- | Designed and executed research plans. Translated users' needs into design principles.
- | Designed in a complex system. Untangled the architecture for three stakeholders.
- | Tested and refined the design assumptions using clickable prototypes on InVision.

UX Design Intern × Meters/bonwe | E-commerce 2015.06-2016.02

Worked on UX/UI design for an E-commerce platform in an entrepreneurial environment.

- | Developed digital products across mediums include web, iOS, Android, and smart TV.

EDUCATION

Master of Design | IIT Institute of Design

2016.08 - 2018.05

B.S. in Industrial Design | Tongji University

2012.09 - 2016.06

Minor in Computer Science | Tongji Univ.

2013.09 - 2014.06

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
- | Interview
- | Stakeholder Engagement

Communication Design

- | Visual Design
- | UI Design
- | Adobe Creative Suite

WHAT'S ELSE

| HTML, CSS, Java Script

| Video Editing

| Mandarin

| Leadership

