

# Yenan LIN | Sophie

Second-year graduate student from IIT Institute of Design  
enthusiastic about innovation try-outs in multidisciplinary areas,  
and seeking educational job opportunities in  
**Service Design, Design Strategy** and **User Experience Design**

## EXPERIENCE

UX Design Intern × Vamonde (Tourism)

2017.7-2018.1

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.

Product Design Intern × ShrinkSpace (Healthcare)

2017.6-2017.9

Focused on the design of a website platform aimed at helping college students reach to off-campus therapists. Research, analysis, click-able prototype and user testing had been covered throughout the process. The platform was designed to meet the physical and mental need of three different stakeholders.

UX Design Intern × Metersbonwe Co., Ltd (E-commerce)

2015.6-2016.2

Focused on UI design cooperating with various teams of marketers, researchers, and engineers. Completed a holistic interface for the first version of an application on the smart TV while negotiating and balancing between design principles, market expectation, cost expense and sustainability with other functional departments.

## PROJECTS AT ID

Opportunities in Investment Management × MorningStar

2018.1-2018.5

Based on the current business model of MorningStar, diving into a complex industry of investment management and aiming to explore new opportunity areas in the ecosystem to stand out in the crowds. The project is still in the progress.

Art Learning for Young Adults in the Community × CPL & AIC

2017.8-2017.12

Leveraging on the current resources of those two institutes, worked on the topic of how to engage young adults in art learning. Supported with abundant research, came up with a service that has gone through various rounds of prototypes in the community.

Tourism on Wabash Avenue × Chicago Loop Alliance

2017.1-2017.5

Framed the aim of repositioning Wabash Avenue as a destination instead of a passing-by street. Investigation and research were launched along Wabash and into multiple levels. Various approaches were introduced and integrated into the system.

## EDUCATION BACKGROUND

Master of Design, Institute of Design, IIT ----- 2016-2018

Major in Industrial Design, BS, Tongji Univ. Shanghai --- 2012-2016

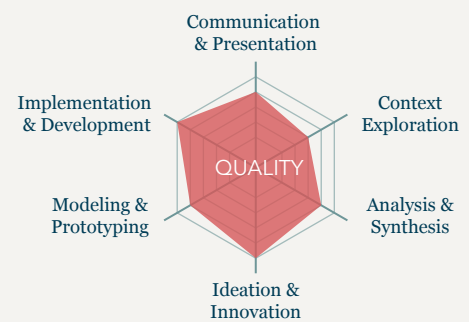
Minor in Computer Science, Tongji Univ. Shanghai --- 2013-2014

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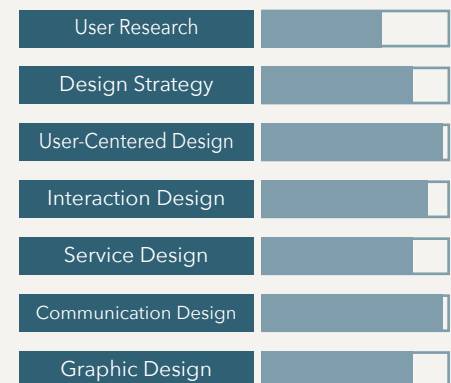
Chicago, IL, 60661

## SELF EVALUATION

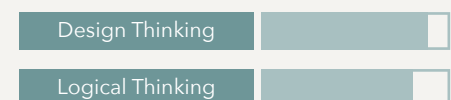


A theorist who is great at innovation and development.

## DESIGN



## THINKING



## MAKING

