

SUCHIN LIN

646-784-5590

suchinUX@gmail.com

<https://suchinlin.com>

UX Designer

Bringing my love for helping people with thoughtful solutions from healthcare to now design, I'm a dynamic team player and creative visual communicator with experience in multimedia design looking for my next challenge!

SKILLS

User Research
Competitive Analysis
Comparative Analysis
User Flows
Personas
Sketching
Journey Maps
Storyboarding
Wireframing
Prototyping
Iconography
Interaction Design
Information Architecture
Usability Testing
Digital Art
Graphic Design
Design System Thinking

TOOLS

Figma
Sketch
Invision
Procreate
Miro
Canva
Trello
Slack
ClickUp
Adobe XD
Adobe Illustrator
Google Suite
Google Analytics

EDUCATION

New York University
B.S. Nursing

General Assembly
UX Design Immersive
Certification

Udemy
Adobe XD - C. Kingston
Certification

FREELANCE EXPERIENCE

BeeLoved / Designer

November 2022 - Present

- Provided brand design consultation and constructed custom brand guidelines in alignment with client's vision - *logo, typography, color palette, and tone of brand's voice*
- Created customized set of digital assets necessary for client's Etsy shop operations - *various banners, headers, and images for profile use*
- Researched and organized a document of UX writings for consumer-facing content
- Digitally illustrated and crafted a set of graphics for client's commercial use - *calligraphy quote posters, digital png hand-illustrations, flat vector art illustrations*

Web3 Project / Designer

November 2021 - November 2022

- Concepted and launched a generative art collection applying blockchain technology
- Hand-illustrated over 200 individual attributes and over 500 consistent, compatible, and interchangeable layers using Procreate
- Quality-checked with pixel-level detail entire inventory and all code-generated pieces
- Constructed low to high fidelity wireframes and prototypes on Figma and used them to collaborate and iterate on UX writing and designs with engineering
- Built design system using Figma for our cross-device responsive website and custom marketplace - *brand vision, layout, typography, iconography, colors, components, assets library, interaction states*
- Created web assets and promotional materials - *brand logo, instructional diagrams "how-to"s, svg's, png's, and gif's*
- Engaged with community to provide user support and gather feedback

VOLUNTEER EXPERIENCE

Make America Dinner Again / UX Design Consultant

April 2020

- Spearheaded team of 3 tasked to deliver deeper insights into users' experiences and identify potential UX/UI friction points
- Conducted and synthesized insights gathered from email interviews, design team's custom survey, client's existing survey, usability testing results, and information architecture analysis
- Delineated users' experiences in a user journey map and created a low-mid fidelity prototype to address identified friction points

HEALTHCARE EXPERIENCE

Mount Sinai Beth Israel, Cardiac Tele and Post-Stroke Unit / RN and Unit Team Lead

November 2009 - June 2019

- Led team of 14 nurses and support staff through 12 hour inpatient day shifts
- Cared and advocated for patient care assignment average of 6 patients
- Redesigned information boards and unit patient data collection forms
- Researched up to date practices for policy and procedure committee