SUCHIN LIN

User Experience Designer

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PROFILE

A bit about me and my "why" to designing:

I love helping people. Whether it's through projects or even something as simple as a passing greeting, I enjoy uplifting spirits and lightening loads. It's what brought me into nursing and now to user experience design.

Apart from design, I also am an avid runner and enjoy the discipline, expression, and community that comes with it.

SKILLS

Design Tools	*Soft Skills*
Figma	Empathy
Sketch	Compassion
Invision	Creativity
Procreate	Leadership

UX Skills

- User Research
- Competitive Research
- Comparative Research
- Persona
- Sketching
- Storyboarding
- Prototyping
- Wireframing
- Interaction Design
- Usability Testing

EDUCATION

General Assembly
UX Design Immersive   Jan - Apr 2020

New York University
B.S. Nursing   Sept 2005 - May 2009

EXPERIENCE

POLLTAB

UX/UI Designer   *Feb 2021 to Present*

- Analyzed heuristic integrity of client's website - *desktop and mobile*
- Conducted research on 5 competitors and 2 comparators
- Fulfilled client's requests to make users' flow more intuitive and UI more "modern" with 3 key UI design changes - *updated CTA buttons, imagery, and color-scheme*
- Crafted new style guide and logo for brand redesign using Figma

PERSONAL PORTFOLIO DESIGN

UX/UI Designer   *May 2020 to Present*

- Collaborated with engineer to launch 2 variations of portfolio
- Developed and designed style guidelines (*typography, color scheme, and components*) and high fidelity prototypes on Figma
- Created personalized icons for portfolio use using Figma

MAKE AMERICA DINNER AGAIN

UX Design Consultant   *April 2020*

- Spearheaded team of 3 with focus on MVP
- Conducted and synthesized research to guide design decisions
  6 email interviews, 20 responses to custom-made survey, and 149 responses from client's existing survey
- Ideated design solutions for low to mid fidelity prototype
- Pitched project outcomes and compiled all deliverables for client

GENERAL ASSEMBLY

UX Design Apprentice   *Jan - April 2020*

- Certified completion of 400 hours of instruction
- Completed 3 solo design projects and 3 team design projects for both mobile and desktop - *4 UX/Research, 2 UI predominant*

MOUNT SINAI BETH ISRAEL, Cardiac Tele / Stroke Unit

Registered Nurse, Unit Team Lead   *Nov 2009 - July 2019*

- Redesigned information boards and patient data collection forms
- Researched uptodate practices for policy and procedure committee
- Led team of 14 nurses and support staff through 12 hr day shifts

General Assembly
Visual Design Workshop   May 2020

Udemy
Drawing and Painting with Procreate   May 2021