

Suchin Lin

UX/UI Designer

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<https://suchinlin.com>

I love creating thoughtful, data-driven designs.

BeeLoved / Brand and UX Designer
November 2022 - Present

Championed client's Etsy shop brand development in alignment with client's vision including brand's tone of voice, logo, typography, and color palette. Researched competitively and comparatively to create a bank of UX writings essential to shop operations such as product listings, descriptions, and email templates. Crafted sets of various consumer-facing digital graphics including banners, email headers, and digital artworks for client's company and commercial use.

Web3 Project / Designer
November 2021 - November 2022

Created and launched a digital generative art asset collection applying blockchain technology as well as a custom website and marketplace experience. Constructed prototypes using Figma to collaborate and iterate on UX/UI designs and writings with engineering. Built design system using Figma for our responsive experience including brand vision, typography, iconography, colors, components, and interaction states.

Make America Dinner Again / UX Design Consultant
April 2020

Delivered insights into user experiences, motivations, and friction points discovered through heuristic evaluations, information architecture analyses, and user research (email interviews, surveys, usability testings). Delineated synthesized findings in a user journey map and created a prototype to address identified friction points.

Mount Sinai Beth Israel / Registered Nurse and Unit Team Lead
November 2009 - June 2019

Education

New York University
B.S. Nursing

General Assembly
UX Design Immersive

Skills

User Research
Competitive Analysis
Comparative Analysis
User Flows
Journey Maps
Rapid Prototyping
Iconography
Interaction Design
Design Systems

Tools

Figma
Sketch
Miro
Canva
Adobe CC
Google Suite
Google Analytics