



SUCHIN LIN

UX / UI DESIGNER

I love helping people.

In all that I do, I'm fueled by a genuine love for making a positive difference in people's lives. Whether I'm crafting thoughtful designs or simply sharing a bright smile, my mission remains the same - to spread joy and uplift those around me.

suchinlin

SKILLS

UX / UI Design

UX Research

Prototyping

Information Architecture

Design System Thinking

Digital Illustrations

TOOLS

Figma *Adobe Suite*

Sketch *Google Suite*

Miro *Klaviyo*

Contact Information

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New York University
Bachelor of Science



General Assembly
UX Design Immersive

Freelance Designer

2021 - Present

BeeLovedJW

Created foundational brand style guide to act as "single source of truth" resulting in consistent and unified brand identity across all content.

- Led Etsy shop brand design and development aligned with client's bee-themed vision including logo, tone, typography, and colors
- Researched and created depository of UX writings including product listing descriptions and email templates
- Created consumer-facing digital graphics - banners, email campaign templates, and digital illustrations

Web3 Project

Launched a unique generative digital art asset collection and custom digital marketplace experience as well as a design system.

- Developed design system using Figma, encompassing vision, layout, typography, color schemes, and UI components to ensure consistent and cohesive user experiences across platforms
- Collaborated with engineering, utilizing Figma to construct low to high fidelity wireframes and prototypes, facilitating seamless iteration and refinement of UX/UI designs and content
- Conceptualized, developed, and launched a unique generative digital art asset collection, meticulously illustrating over 200 attributes, with over 500 consistent, compatible, and interchangeable layers
- Ensured high-quality deliverables by conducting comprehensive quality checks on the extensive 10,000-piece collection

UX Design Consultant

March 2020

Make America Dinner Again

Delivered pivotal UX Research insights to a non-profit organization.

- Spearheaded team tasked to deliver deeper insights into client's users' experiences and identify potential UX/UI friction points
- Conducted User research and UX research to distill user experience insights - *heuristic evaluation, information architecture analysis, flow diagrams, competitive research, email interviews, surveys, usability testing*
- Delineated users' experiences in a user journey map and created a prototype as a potential solution to address identified friction points

Registered Nurse

2009 - 2019

Mount Sinai Health System

Staff RN and Unit Team Lead on 32 bed cardiac tele post-stroke unit.

- Led team of 14 nurses and support staff through 12 hr day shifts
- Cared and advocated for patient assignment average of 6 patients
- Redesigned information boards and patient data collection forms