

TINA LIN

Web Designer . UX / UI Designer

📞 778-893-5855

✉️ yuting.lin728@gmail.com

🌐 <https://www.tinalin.ca/>

EDUCATION

New Media Design & Web Development, Diploma

British Columbia Institute Of Technology,
Vancouver BC

Jan 2024 - Sept 2025

Early Years Education, Diploma

University Of British Columbia

2019 - 2021

B.A. In Linguistics

University Of British Columbia

2011 - 2016

TOOLBOX

Design Tools

Photoshop • Illustrator • InDesign
AfterEffects • Wordpress • Figma

Programming Tools

HTML • CSS • JavaScript
React.JS • React Native • GSAP
TailwindCSS

Languages

Mandarin • English

SKILLS

Information Architecture
User-Centered Design Principles
User Research
Usability Testing
Responsive Design
Wireframing / Prototyping
Visual Design
Agile Project Management
Communication
Detail-Oriented

PROJECTS

Nomly

Jan, 2025

Developed A Web App For Recipe Discovery And Grocery List Management

- Designed and built an intuitive web application using React, TailwindCSS, and the Spoonacular API to enable users to explore recipes and generate grocery lists efficiently.

Tim Horton's App Redesign

July, 2024

Redesigned The Flow Of Redeeming Offers

- Conducted user research (surveys, interviews, heuristic evaluations) to identify key pain points.
- Simplified navigation and reduced cognitive load, increasing user satisfaction by 30% after iterative testing.

FitBot

May, 2024

App For Finding The Perfect Fit For Pants

- Conducted user interviews with 6 participants to identify pain points.
- Design wireframes and prototypes using iterative processes informed by user feedback and initial usability testing.

WORK EXPERIENCE

Graphic & Web Designer

Freelance

Sept 2024 - Present

- Designed menu and posters for an online dessert store located in Toronto.
- Currently working on designing a website for a customizable jade jewelry business (in progress).

Early Childhood Educator

Aspire Richmond

Oct, 2021 - Present (On Call)

Frog Hollow Neighborhood House

Mar, 2021 - Oct, 2021

- Designed inclusive curriculums for a group of 25 children with diverse needs, and collaborated with parents and staff to improve engagement and create supportive learning environments.