

# Tina Lin

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↗ <https://www.tinalin.ca/>

📍 Vancouver, B.C

A **UX/UI designer** with a strong focus on web and mobile app design and front-end development. I'm looking for opportunities where I can grow alongside a passionate team, make a real impact, and continue learning across disciplines.

## Education

### Diploma Of New Media Design & Web Development

BCIT, Vancouver BC  
Jan, 2024 - Aug, 2025

### Diploma Of Early Years Education

University of British Columbia  
2019 - 2021

### Bachelor Of Arts In Linguistics

University of British Columbia  
2012 - 2016

## Skills

### Design Tools

- Adobe Creative Suite (Ps, Ai, Id, Ae)
- Figma
- Wordpress
- Procreate

### Programming Languages

- HTML, CSS
- JavaScript
- React.JS
- TypeScript
- TailwindCSS, GSAP

### UX Knowledge & Strategy

- Information Architecture
- User Research
- Usability Testing
- Responsive Design
- Wireframing / Prototyping
- Visual Design

## Experience

### Multimedia Web Designer & Web Developer

Stable Harvest Farm

07/2025 - Present

- **Redesigned the organization's digital experience (Web):** Led a full WordPress rebuild, created a rebrand style guide, and delivered a responsive, WCAG-aligned interface.
- **Optimized user flows and information architecture:** Improved engagement time by 86%, views per user by 89.12%, events per user by 81.62 %, scroll depth by 194.5%.
- **Collaborated with educational industry leaders:** worked with education leaders to align site content with BC curriculum and community engagement goals.
- **Planned and produced digital communications, newsletter and Instagram.**

### Media Design & Web Development Intern

Convergence(Simuhealth) & Pixel Ramen

05/2025 - 07/2025

- **Conducted QA testing:** resolved styling and functionality issues to enhance UX and accessibility using *Typescript* and *Remix*.
- **Collaborated with designers:** ensured consistency and usability across visual components during QA and implementation.
- **Contributed to UX/UI research and ideation:** supported early-stage product design decisions.
- **Created on-brand visuals on social medias:** contributed to 252% increase in Instagram reach and 6.7k+ views, with 70% from non-followers since May.

### UX/UI & Graphic Designer

Freelance, remote

09/2024 - 05/2025

- **Revamped client website on Wordpress:** Created wireframes, high-fidelity prototypes and conducted analysis of the existing website to identify usability issues.
- **Designed marketing materials:** created menu, informational poster, and product labels.
- **Developed logo and brand identity:** crafted visual branding to reflect client's target audience and style.