



Amber Lin  
UX Designer / Researcher

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## Education

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**University of Michigan, School of Information**, Ann Arbor, MI | Apr. 2014

- M.S. in Information, Human Computer Interaction Specialization
- M.S. in Information, Library and Information Science Specialization

**National Taiwan University**, Taipei, Taiwan | Jun. 2011

- B.A. in Library and Information Science
- Communication Program at Bio-Industry Communication and Development

## Work Experience

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### UX Designer / Researcher

Kono Digital Inc, Mountain View, CA | Oct. 2014 - Present

- Conducted diary studies and interviews to understand target users' habit of reading online and their experience with Konogram
- Created wireframes and interface flow diagrams of Konogram

### Website Design Internship

For Love Of Children, Washington DC | Mar. 2014

- Led the survey design to understand real users' behavior and needs
- Evaluated current website and created mid-fi prototype

### UX / UI Design Internship

UXI Design, Taipei, Taiwan | May 2013 – Aug. 2013

- Conducted survey and user testings for tablet operating system interface design
- Planned stakeholder interviews for initiating website redesign and built new sitemap
- Assisted Microsoft UX team in adding developers to understand and design Windows 8 application with user-centered design principles

### Market Research Internship

Institute for Information Industry (III), Taipei, Taiwan | May 2011 – Jul. 2012

- Built company profiles for Top 100 IT companies of Mainland China
- Generated and organized competitive intelligence about PR and marketing activities

## Academic Projects

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**Nuwa: Interactive Application Design** | Sep. 2013 – Apr. 2014

*Semi-finalist in CHI 2014 Student Design Competition (Top 12 teams out of 65 teams)*

- Designed the mobile application to enhance the pregnancy experience for expectant mothers and their partners
- Developed design concept from user research including interviews and surveys
- Led the prototyping session and redesigned prototypes from users' feedbacks

**Clotho: Mobile Application Design** | Jan. 2014 – Apr. 2014

- Created mid-fi prototypes of a mobile application for people to easily sell, buy, and swap pre-loved clothes; and further facilitating the connection between neighbors

**SciStarter: Usability Evaluation** | Jan. 2013 – Apr. 2013

- Understood website information architecture and made best practice of usability evaluation by interaction flow analysis, surveys, and heuristic evaluations
- Evaluated the interface to improve usability and made recommendations to client

**Michigan Ability Partner: Contextual Inquiry** | Sep. 2012 – Dec. 2012

- Conducted contextual interviews, developed affinity notes and created consolidated models to understand and further improve client's contact processes

## UX Skills

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### UX Design

Persona / Scenario  
Prototyping  
Sketching  
Storyboarding  
Wireframing

### UX Research

Affinity Diagramming  
Card Sorting  
Comparative Analysis  
Contextual Inquiry  
Field Research  
Heuristic Evaluation  
Interaction Map  
Interviews  
Survey Design  
User Testing

## Tools

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### Prototyping

Axure RP Pro  
Balsamiq  
Illustrator  
InDesign  
Photoshop  
PowerPoint

### Programming

HTML / CSS  
JavaScript  
Python  
PHP / SQL

### Other Tools

SPSS  
Premiere  
Camtasia

## Languages

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English (fluent)  
Mandarin (native)  
Taiwanese (native)  
Japanese (beginner)