



# Amber Lin

UX/UI Designer

✉ yuhlin@umich.edu

🌐 amber-lin.com

## Education

**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

## Work Experience

**Alliance Inspection Management** | Farmington Hills, MI Aug. 2015 – Present  
UX / UI Designer

- Design multiple Android applications to make car inspectors' life easier
- Redesign web interface and user flow for car inspection management system
- Wireframe user flow, sketch ideas, create mobile and web hi-fi prototypes
- Define UX and generate UI design guideline for the team

**Kono Digital Inc** | Mountain View, CA Oct. 2014 - Feb. 2015  
UX Designer / Researcher

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

**For Love Of Children** | Washington DC Mar. 2014  
Website Design Intern

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

**UXI Design** | Taipei, Taiwan May 2013 – Aug. 2013  
UX / UI Design Internship

- Conducted survey and user testings for tablet operating system interface design
- Planned stakeholder interviews for initiating website redesign and built new sitemap

## Projects

**Gift Masters: Online Questionnaire Design** Apr. 2015 – Jun. 2015

- Designed online questionnaire's UI toolkits and created high fidelity mockups
- Built wireframes showing end-to-end experience for single activity

**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

## Skills

### 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

## Expertise

User Centered Design (UCD)  
User Experience (UX)  
User Interface (UI)  
Interaction Design  
Material Design  
Information Architecture

## Tools

### Prototyping

Axure RP Pro  
Balsamiq  
Experience Design (XD)  
Illustrator  
InDesign  
Photoshop  
PowerPoint  
Sketch

### Programming

HTML / CSS  
JavaScript  
Python