

Wei-Wei Lin

Product Designer in Montréal

Portfolio: weiwei.design

Email: weiweilin.designs@gmail.com

Experience

Product Design Manager @ Unity Technologies

May 2022 – Sept 2023

- * Lead a team of 6 high-performing product designers and UX writers focused on building product-wide design system and quality guidelines, increasing product consistency and quality.
- * Worked collaboratively with team members to support their career growth, securing 2 level promotions.
- * Built strong relationships with team members, aligning their goals to map to organisational priorities, and fostered a culture of collaboration and trust.
- * Leveraged relationships with technical teams to increase level of designers' technical expertise, resulting in smoother collaboration and increased cross-functional trust.
- * Identified opportunities across business units and disciplines to champion design consistency work, leading to increased collaboration between teams.

Senior Product Designer @ Unity Technologies

Sept 2020 – May 2022

- * Lead framework initiative for aligning UX inconsistency across Unity's flagship product, Unity Editor, working with a community of 30+ designers and 10+ development teams to serve 1.5 million users.
- * Manage and execute framework requests and process, collaborating with small teams of designers and developers. Design workshops for problem discovery, auditing, and synthesis. Lead design iteration and review.
- * Align with multiple cross-functional development teams and PMs to scope and plan implementation of designs that reach across multiple product areas.
- * Lead and execute user research efforts for the Design System, applying research insights to product iteration and team processes.

Product & Visual Designer @ Element AI

Apr 2018 – Apr 2020

- * Visual UI & UX design and prototyping to bring cutting-edge AI developer tools AI Toolkit & Data Labeller to market, as well as retail-focused task-optimization product Task Orchestrator.
- * Web design for corporate website. Visual storytelling and communication in marketing & sales collateral. Visual design team resource & workflow management.

Education

Bachelor of Arts & Science @ McGill University

2013 – 2017

- * Cognitive Science degree with focus in neuropsychology & computer science.

Skills & Tools

UX Design & User Research

- * Design & Prototyping: Figma (Figjam), Miro, Webflow, Sketch, Adobe CC
- * Quantitative research: Google Analytics, Qualtrics
- * Qualitative research: user interviews, user surveys, co-design workshops, card-sorting exercises

Front end development

- * HTML, CSS, Jekyll, Git, Github

Languages

- * English, Français, Mandarin Chinese 中文, Español