

# SHIRLEY LIN

UX Research & Design

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## EDUCATION

### School of Information | University of Michigan (U-M)

Apr. 2020 | Ann Arbor, MI

Master of Science in Information

Concentration: UX Research & Design

### University of Washington (UW)

Mar. 2015 | Seattle, WA

Bachelor of Arts in Communication | GPA: 3.76

## EXPERIENCE

### UX Designer | Empathic Research Group at U-M

Nov. 2018 - Present | Ann Arbor, MI

Designing UX guidelines and interfaces for a smart watch app that helps children with behavioral disorders self-monitor their behaviors

### Product Designer | Learning Digital

Jun. 2017 - May 2018 | Taipei, Taiwan

Led the design of new Digital Check-In feature for our mobile app, OrcaGo. Conducted user research through field studies and interviews. Proposed a work flow change that shortened the original 4 months schedule by 1 month

## PROJECTS

### Fort Myers Official Website Redesign

3-month InfoLab Project

Role: UX Researcher & Designer

Assessing information architecture through content inventory, card sorting, and tree testing

### Bakery eCommerce Website Design and Development

3-month Bootcamp Project Launched in Taiwan

Role: UX Designer & Front-End Developer

Conducted user research, competitive analysis and developed website with HTML/CSS, JavaScript and PHP

### Consultant at the Opportunity Hub of U-M

3-month Course Project

Role: Researcher & Consultant

Increasing the engagement rate of the Opportunity Network

## SKILLS

### Programming

HTML, CSS, JavaScript, Python

### Design

Persona, Storyboarding, Wireframing, Prototyping, User Storymapping, Internationalization Design

### Research

Interview, Contextual Inquiry, Competitive Analysis, Affinity Analysis, Heuristic Evaluation, Card Sorting, Field Study

### Tools

Illustrator, Photoshop, Sketch, Invision, Axure

## LEADERSHIP

### Secretary / Event Coordinator

Sep. 2011 - May 2013 | TOSA at UW

Coordinated UW Night Market that attracted more than 3000+ attendees

## INTERNATIONAL

## EXPERIENCE

### Exchange Student

May 2014 | Waseda University, Japan

Completed six-month field study of Japanese language and communication with 4.0 GPA

### International Volunteer

Aug. 2013 | AIESEC, Poland

Organized and taught English courses in local elementary schools in a goble team