🌐 lilianyihsuanlin.com   ✉ lilianyihsuanlin@gmail.com

Lilian Yi-Hsuan Lin New York / Remote

Product Designer with an open mind and systematic thinking. I craft futuristic solutions across industries and excel at painting possibilities that intersect business, user, and tech.

Heady (Mobile Product Consultancy) *Product Designer*

01/2020 - Present | New York

- Refresh a 4.8-star app to maintain its exclusive business partnership, comply with ADA, and establish a visual strategy for its digital channels (i.e., website & app)
- Reshape the entire experience of 2 associated apps to support user needs, Flutter migration while accelerating subscription revenue growth
- Drive end-to-end design cycles from strategy to production-ready design and collaborate closely with designers, product managers, engineers, and product owners to ship delightful experiences

DogSpot (PetTech Startup) *Product Design Associate*

09/2019 - 01/2020 | New York

- Crafted interface for an IoT ecosystem (app & Chromium) by creating service blueprint, wireframes, task flows, and high-fidelity mockups
- Redesigned the company website by incorporating business and marketing strategies to increase the conversion rate and automate a B2B funnel

Story2 (EdTech Startup) *UX UI Design Intern*

07/2018 - 12/2018 | New York

- Conducted a UX audit for a SaaS product and redesigned 70% of the UI to improve modularity and accessibility; worked closely with engineers on creating the first design system for scalability and faster builds

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Skills

Design - Sketch, Zeplin, InVision, Figma, Principle, Adobe Suite: AI, PS, ID, AE
Research - Moderated/Unmoderated Usability test, Stakeholder Interview, A/B test
Code - Java, Python, Javascript, HTML, CSS
Language - English (Proficient), Mandarin (Proficient)

Education

Teachers College, Columbia University

M.A. Instructional Design and Tech | 09/2017 - 02/2019
- Leadership: Teachers College Taiwanese Club VP

National Taiwan University of Science and Technology

B.A. Industrial Design (GPA 3,76/4.0) 09/2012 - 05/2016
- Capstone Project: Designing Learning toolkits for children with special needs

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Honors

Teachers College Columbia University Scholarship | 2017
International Design Excellence Awards (IDEA) - *Finalist* | 2016
Academic Excellence | 2012 - 2016