

Lilian Yi-Hsuan Lin

New York / Remote

Product Designer with an inquisitive 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

- Drive end-to-end design cycles from strategy, user research, to production-ready design; routinely present ideas and research reports to clients; collaborate closely with designers, PMs, engineers, legal, stakeholders, and product owners to ship delightful experiences for a native app with ~400k MAU
- Determine and develop visual direction for a 4.8-star app to maintain its exclusive business partnership, comply with ADA, and outline a visual strategy for its eCommerce channels (i.e., website & app)
- Establish a design system for 2 associated apps and reshape the entire experience to support user needs, Flutter migration while accelerating subscription revenue growth

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; collaborated with engineers on creating its first design system for faster builds

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

Honors

Teachers College Columbia University Scholarship | 2017

International Design Excellence Awards (IDEA) - *Finalist* | 2016

Academic Excellence | 2012 - 2016