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Lilian Yi-Hsuan Lin New York / Remote

Product designer with an inquisitive mind and systems thinking. I help large and small businesses drive visions and deliver values to their customers with speed.

Heady (Mobile Product Consultancy) *Product Designer*

01/2020 - Present | New York

- Spearhead end-to-end design cycles from strategy, prototyping, user testing to production-ready designs by using different methodology catering to the nature of projects; present design mockups and research reports with clarity and confidence to non-designers and stakeholders
- Collaborate closely with designers, PMs, engineers, stakeholders, and web & IT teams to iteratively ship delightful experiences for a native e-commerce app with ~400k MAU; pioneer a new design workflow to alleviate bottlenecks in cross-functional collaboration and multi-squad workstreams
- Develop a deep understanding of users through user research and journey mapping and advocate for users when making trade-offs between UX, business incentives, and technical constraints
- Scaffold new PMs and designers to kick off projects; facilitate design reviews and guide their decision-making process through questions & constructive feedback in reaching the best solutions

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 | 09/2012 - 05/2016

Passion Project

Help a family-own bee farm with 40 years of history to strive in the digital age by rebranding honey packages, establishing its digital presence, and building the first website powered by WordPress