

# Jenny. | Woan-Chin Lin

www.jenny-lin.com (Bestfolio Editor's Pick)

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## SKILLS

### Design

AR Development

Creative Coding

Physical Computing

Computer Vision

Projection Mapping

Motion Capture

UI/UX

Motion Design

Video Production

Prototyping

Visual Design

Storytelling

### Tools

Arduino

After Effects

MadMapper/Isadora

Photoshop

Illustrator

Premiere

Audition

Sketch

XD

Invision/Principle

### Programming

JavaScript/Node.js/p5.js

Processing

C/C++/C#

HTML/CSS

### 3D

Unity/Unreal

Maya/C4D

## SHOWS & INSTALLATIONS

### Love Anthem | Intractive Augmented Reality

ITP Winter Show

Brooklyn, NY | Dec 2019

### Memory Capsule | Intractive Light Installation

Sound & Vision | NYC x DESIGN

Times Square, NY | May 2019

### Fu Ping | Intractive Video Sculpture Portrait

ITP Spring Show

Tisch School of the Arts, NY | May 2019

### Reverie Field | Intractive Light Installation

ITP Winter Show

Tisch School of the Arts, NY | Dec 2018

## HONORS

### 2020 WDI Imaginations Design Competition

Semi-Finalist | Dec 2019

### 2020 CA Interactive Competition

Shortlisted | Nov 2019

### NASA Engineering Excellence

Best Rover Design | Aug 2009

## LANGUAGES

Mandarin | English | Japanese (Trilingual)

## EDUCATION

### NEW YORK UNIVERSITY

2020/05

NEW YORK, NY

2018/09

MPS, Interactive Telecommunications Program (ITP) | Tisch  
Interactive Experience Design & HCI & AR

### WASEDA UNIVERSITY

2015/09

TOKYO, JAPAN

2011/09

BA, International Liberal Studies | SILS  
Marketing and Advertising Concentration

### UNIVERSITY OF CALIFORNIA, SAN DIEGO

2014/06

LA JOLLA, CA

2013/09

Education Abroad Program (EAP) Exchange Student  
Management Science | Communication & Economics & Rady

## EXPERIENCE

### CURRENTS NEW MEDIA | SANTA FE, NM

2019/06

#### Production Intern

2019/05

- Assisted artists with Processing, MadMapper, Unity, and web
- Set up, operated, and maintained Currents New Media Festival with around 8000 visitors, about 70 artists and performers
- Installed artworks and installations for exhibited artists with Arduino, transducers, and projectors

### EUREKA, INC. | TOKYO, JAPAN

2018/07

#### UI/UX and Visual Designer

2015/04

- Designed social media ads and videos, websites, app UI, CRM emails, banners, and landing pages across platforms (desktop, mobile web, iOS, and Android)
- Conducted user research and A/B testing to redesign websites, landing pages, and app UI to better user experience with sales increased by 50%
- Balanced the customer-centric design, business objectives, and technical limitations
- Proficient at researching and communicating with an international audience through succinct UI, culturized campaign design, ASO, and video production

### GASLAMP EVENT MANAGEMENT, INC. | SAN DIEGO, CA

2014/06

#### Special Events and Marketing Coordinator

2014/03

- Logo design and branding for Republic of San Diego
- Product and logo design for San Diego Nightlife Passport
- Supported events and marketing efforts of BID – Business Improvement Districts, such as GQA – Gaslamp Quarter Association and EVA – East Village Association
- Performed SWOT and competitor analysis to identify business opportunities and developed strategies for new businesses

### INTERNATIONAL HOUSE | UC SAN DIEGO, CA

2014/06

#### Office and Program Intern

2013/09

- Created setup diagrams and designed tickets, flyers, and posters for upcoming events with Photoshop and Illustrator
- Helped develop and execute marketing campaigns for various I-House programs, and events with over 200 attendees