

Jenny. | Woan-Chin Lin

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

wc.jennylin@gmail.com

SKILLS

Design

AR Development

Creative Coding

Physical Computing

Projection Mapping

Motion Capture

UI/UX

Motion Design

Video Production

Prototyping

Visual Design

Storytelling

3D

Unity

C4D

Tools

Arduino

After Effects

MadMapper/Isadora

Photoshop/Illustrator

Premiere

Audition

Sketch/Figma

XD

Invision/Principle

Programming

JS/Node.js/p5.js/three.js

Processing

C/C#/GLSL

HTML/CSS

SHOWS & INSTALLATIONS

Love Anthem | Interactive Augmented Reality

ITP Winter Show

Brooklyn, NY | Dec 2019

Bonfire | Interactive Large Screen Social Experience

Big Screens 2019

Chelsea, NY | Dec 2019

Memory Capsule | Interactive Light Installation

Sound & Vision | NYC x DESIGN

Times Square, NY | May 2019

Fu Ping | Interactive Video Sculpture Portrait

ITP Spring Show

Tisch School of the Arts, NY | May 2019

Reverie Field | Interactive 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

EDUCATION

2020/05 | **NEW YORK UNIVERSITY** | NEW YORK, NY

2018/09 | **MPS, Interactive Telecommunications Program (ITP)** | Tisch

Interactive Experience Design & HCI & AR Concentration

2015/09 | **WASEDA UNIVERSITY** | TOKYO, JAPAN

2011/09 | **BA, International Liberal Studies** | SILS

Marketing & Advertising Concentration

2014/06 | **UNIVERSITY OF CALIFORNIA, SAN DIEGO** | LA JOLLA, CA

2013/09 | **Education Abroad Program (EAP) Exchange Student**

Management Science - Communication & Economics & Business

EXPERIENCE

Present | **TIKTOK, INC.** | Mountain View, CA

2020/07 | **UX Designer - TikTok Monetization**

- Lead cross-functional teams to build video mass production system utilizing AI machine for localization automation from 0
- Demonstrate strong motion design and video production skills for content videos for *TikTok for Business*
- Design high fidelity UI to better platform's user experience
- Troubleshoot UX problems based on qualitative feedbacks
- Design display and video ads, provide art direction and localization support, A/B test landing page, and deliver meaningful insights from data-rich sources

2020/07 | **AROMA HAVEN MINDFUL AMBIENCE** | New York, NY

2020/05 | **AR Developer/Creative Technologist**

- Designed the logo, brand, website, and the interaction of custom AR content/applications/walkthroughs

- Designed and developed AR/MR experiences by expanding creative vision and partnering with the team for storytelling & for brand content

- Created 3D assets and made them AR/MR ready, from storyboard to prototype

- Exhibited agility to changes in product design to meet customers' needs and product vision

2019/06 | **CURRENTS NEW MEDIA** | SANTA FE, NM

2019/05 | **Production Intern**

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

2018/07 | **EUREKA, INC. - The Match Group** | TOKYO, JAPAN

2015/04 | **UI/UX and Visual Designer**

- Designed social media ads and content videos, websites, mobile 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 mobile app UI to better the user experience which increased sales 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, App Store Optimization, and video production