

Jenny. | Woan-Chin Lin

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

wc.jennylin@gmail.com

SKILLS

Design

AR Development

Creative Coding

Physical Computing

Prototyping

UI/UX

Motion Design

Visual Design

Storytelling

Video Production

Projection Mapping

Motion Capture

3D

Unity

C4D

Tools

Arduino

After Effects

Sketch/Figma

Photoshop/Illustrator

Premiere

Audition

MadMapper/Isadora

XD

Invision/Principle

Programming

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

Processing

C/C#/GLSL

HTML/CSS

HONORS & RECOGNITIONS

TikTok Hackathon 2020

Most Popular Project Award | Dec 2020

TikTok Monetization CUX Team 2020

Best Cross-team Collaboration Award | Dec 2020

2020 WDI Imaginations Design Competition

Semi-Finalist | Dec 2019

2020 CA Interactive Competition

Shortlisted | Nov 2019

NASA Engineering Excellence

Best Rover Design | Aug 2009

SHOWS & INSTALLATIONS

Love Anthem | Interactive Audio-visual AR Experience

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

LANGUAGES

Mandarin | English | Japanese

EXPERIENCE

Present

2020/07

TIKTOK, INC. | Mountain View, CA

Lead Product Designer - TikTok Monetization

- Lead product design of TikTok Creator Marketplace in the US
- Conceptualize comprehensive UX design strategies and solutions for brands and creators
- Provide end-to-end delivery from having workshops to consolidate objectives & identify use cases, creating flowcharts, low - high fidelity design, to prototyping and user testing
- Establish brand design guidelines and systems for product line visuals and design logos to match with our brand image
- Build design team infrastructure, grow with the team from 2 - 18
- Lead cross-functional teams to build video mass production system from 0 utilizing AI machine for localization automation
- Demonstrate strong motion design skills producing high quality content videos for *TikTok for Business*
- Design display and video ads, providing art direction and localization support in 10+ regions, A/B test landing pages, and deliver meaningful insights from data-rich sources

2020/07

2020/05

AROMA HAVEN MINDFUL AMBIENCE | New York, NY

AR Developer & Prototyper / Creative Technical Lead

- Designed the logo, brand guideline, website, and the interaction of custom AR content/applications/walkthroughs
- Created 3D assets and made them AR/MR ready, from storyboard to prototype

2019/06

2019/05

CURRENTS NEW MEDIA | SANTA FE, NM

Production Intern

- Assisted artists with Processing, MadMapper, Unity, and web app
- 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

2015/04

EUREKA, INC. - The Match Group | TOKYO, JAPAN

UI/UX and Visual Designer

- Conducted user research and A/B testing to redesign websites, landing pages, and mobile app UI across platforms (desktop, mobile web, iOS, and Android) which increased sales by 50%
- Designed social media ads and content videos, CRM emails, and banners
- 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

EDUCATION

2020/05

2018/09

NEW YORK UNIVERSITY | NEW YORK, NY

MPS, Interactive Telecommunications Program (ITP) | Tisch

Interactive Experience Design & HCI & AR Concentration

2015/09

2011/09

WASEDA UNIVERSITY | TOKYO, JAPAN

BA, International Liberal Studies | SILS

Marketing & Advertising Concentration

2014/06

2013/09

UNIVERSITY OF CALIFORNIA, SAN DIEGO | LA JOLLA, CA

Education Abroad Program (EAP) Exchange Student

Management Science - Communication & Economics & Business