

JANE LIN.

UI/UX Designer that passionate about developing products in **E-commerce, Digital Marketing & Education**. I am a dedicated and curious learner coming from a **Visual Design & Marketing** background.

✉ Janelin87@yahoo.com

📞 718-406-4321

🌐 www.janelin87.com

🖥️ PROJECTS

SATECHI CUSTOMER SUPPORT CENTER | Dec. 2020- Mar. 2021

- Lead Designer for Satechi Support Center, creating a more streamlined, intuitive interface for customers to receive support and instructions.
- UI/UX - Found and addressed pain points in both the support team and customers.

Rebuilt support center based on survey & interviews.

- IMPACT - Help effectively sort and route support tickets to the right department, significantly improve agent workflow, and increase customer satisfaction rating to 95%.

SATECHI E-COMMERCE SITE | Nov. 2019- Aug. 2020

- Collaborated with stakeholders and external Shopify experts, redesigned Satechi E-Commerce Site. The site went live in Aug. 2020.
- UI/UX - Created functional wireframes of new pages based on user research and competitive analysis. Worked closely with the lead developer to ensure site functionality met user experience standards. I also developed a micro design system that included a style palette, component library, and iconography.
- IMPACT - Refresh Satechi's brand identity, leveling up the mobile shopping experience that increased the monthly conversion rate by 30%.

SATECHI HOME IOS APP | Feb. 2019- Aug. 2019

- Designed Satech Home, an iOS app for smart home devices. The app was launched in Aug. 2020. Created training materials including a QSG and training videos.
- UI/UX - Conducted competitor analysis and user research, delivered Hi-Fi prototype, and organized usability testing. Worked closely with stakeholders and developers from identifying project requirements to delivering final pixel-perfect design.
- IMPACT - Satechi's 1st step towards smart home products. Received increasingly positive feedback in app store reviews.

COOLPAD DYNO KIDS SMART WATCH & MOBILE APP | 2017-2018

- As an assistant UI/UX designer, I worked closely with the HQ product team, playing a key role in localizing products and driving some design directions to meet the needs of American consumers.
- UI/UX - Conducted competitor analysis, user research and surveys, and helped create user personas. Designed Dyno App UI elements and product website. Managed usability testing for APK and collected reports for the development team.
- IMPACT - Coolpad Dyno is the first 4G LTE smartwatch designed for kids in the US market. Coolpad Dyno won Android Central Best of CES 2019.

✍️ SKILLS

DESIGN

- User Flow
- Wireframe
- Prototyping
- Visual/Digital Design
- Interaction Design
- Design Systems

RESEARCH

- User Journey Map
- User Interview
- Persona • Surveys
- Competitive Analysis
- Usability Test

BUSINESS & MARKETING

- Project Management
- Branding Strategy
- Digital Marketing
- Go-to-Market Strategy

TOOL

- Adobe XD • Figma
- Sketch • Photoshop
- Illustrator • Webflow
- Invision • HTML/CSS

🎓 EDUCATION

- **IMMA Academy**
A.S. Multimedia Design
Denmark, 2008-2010
- **Zhang Zhou University**
B.S. Educational Psychology
China, 2004-2008

👜 PROFESSIONAL EXPERIENCE:

■
|
SATECHI | Dec 2018-Present
UI/UX Designer

■
|
COOLPAD | Jun-Nov 2018
Marketing Manager

■
|
COOLPAD | Nov 2016 - May 2018
Visual Designer & Marketing Coordinator