



Adrian Lin

Career Summary: 4 years of design experience in mobile-responsive websites/apps with 2 years experience in front-end coding and CMS work. Experienced in wireframing, UI/UX, user flow optimization, prototyping and usability testing, while maintaining visual brand standards. Multilingual and continually learning.

 hello@adrianlin.com

 1-628-400-6608

 www.adrianlin.com

Education

General Assembly

New York, U.S.A

User Experience Design Immersive:
10 week course with 5 projects

Imperial College

London, United Kingdom

MSc. Management,
Digital Business
Graduated with Merit

U. of Pennsylvania

Philadelphia, PA, U.S.A.

B.A., Visual Communication,
Theoretical Linguistics,
Consumer Psychology
Graduated Magna Cum Laude

Software

Design

Sketch, InVision, Photoshop,
Usertesting.com, Qualtrics,
Optimal Workshop, Zeplin

Coding

HTML, CSS, JavaScript, jQuery,
Wordpress, Chrome Inspector

Productivity

Evernote, Asana, Trello, JIRA, Grafio,
Mindnode, Pivotal Tracker

Experience

Design Lead

Avvir • 2018

- Conducted user tests and research on construction professionals to inform design decisions.
- Updated the visual language, by improving the intuitiveness of BIM color metaphors.
- Designed features including a progress dashboard and BIM model interaction tools.

UX Designer & Usability Lead

Morgan Stanley (Digital Strategy) • 2016-2018

- Spearheaded usability testing endeavors on new and existing features, improving site usability.
- Wireframed, mocked up, and prototyped new product pages and experiences.
- Authored and maintained the firm's global style guide, UI pattern library, and asset repository.
- Supervised daily UX checks on content, maintaining brand aesthetics and mobile compatibility.
- Streamlined intra-team user flows, cutting required production time by 50%.
- Developed popover campaign that increased newsletter subscription by 12,000 (150%) in 4 months.

UX Designer

Various Companies & Projects • 2016

- Created a patient-doctor issue tracking system for an oral chemotherapy healthcare startup
- Researched, redesigned and tested a new website for a writing-based startup, increasing signups.
- Conceptualized logos and styleguides for various companies while working at a design agency.

Front End Web Designer / Developer

RevTrax • 2015

- Conducted usability research on our platform, resulting in significant usability improvements.
- Created & debugged mobile-friendly responsive websites for coupon campaigns.
- Maintained code snippet repository and created tutorials for fellow developers and non-developers.
- Tested and set up consumer data analytics tracking on coupon campaigns.

Marketing & Media Coordinator

Kelly Faetanini • 2014

- Redesigned company website using UX principles to maximize ease of use and sales potential.
- Managed KF's social media presence and created infographics and visual content for sharing.
- Organized the Spring 2015 Collection Fashion Shoot and filmed the behind-the-scenes action.