Zi Lin

Product Designer/UX Designer

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EDUCATION

M.S. Human- Computer Interaction Design
University of Maryland, College Park
Aug 2020 - May 2022

B.S. Game Development and Design
B.S. Animation
Purdue University, West Lafayette
Aug 2015 - Dec 2019

SKILLS

Wireframing

Rapid Prototyping

Interaction Design

Design Thinking

User Research

User Interview

Competitive Analysis

Usability Testing

Graphic Design

3D Design

TOOLS

UX Design
Figma | Miro | Sketch |
Adobe Suite (Xd, Ps, Ae, Pr, Ai)

Project Management
Jira | Confluence | ClickUp | Notion |
Microsoft Suites

3D Design
Blender | Cinema 4D | Maya |
Zbrush | Unreal Engine |SolidWorks

Programming
HTML & CSS | Javascript | Java | C

Data Visualization
Tableau | Excel

LANGUAGE

English

Mandarin

Japanese (JLPT Level 2)

Latin

EXPERIENCE

UX Design Intern, *LeafSpec LLC*
July 2022 - Present, West Lafayette, IN

- Built the research lab official website and company website from 0 to 1, and refined the data collection flow in the current app.
- Conducted 15 user interviews to explore user pain points.
- Translated user research finding into design solutions through creating user journey maps, product structures, and wireframes.
- Developed and optimized design system, style guide, and company logo to maintain brand consistency.

UX Designer, *Library of Congress (UMD iConsultancy Project)*
Dec 2021 - May 2022, College Park, MD

- Build a mature design system with 46 design elements in Figma and 52 pages of documentation in Confluence for CRS.gov.
- Conducted 7 expert interviews to understand stakeholders' needs and user pain points.
- Aligned the design with the standard of WCAG and Section 508 to ensure accessibility.

UX Designer/Facilitator, *RePicture (UMD iConsultancy Project)*
Aug 2021 - Dec 2021, College Park, MD

- Worked on a team of 4 to design a browser-based online learning app.
- Created sketches, wireframes, and high-fidelity prototypes for the improved user flow.

Marketing Assistant Intern, *Hangzhou Huzhi Culture & Creation Company Limited*
Oct 2020 - Dec 2020, Hangzhou, Zhejiang, China

- Conducted customer analysis and created user portraits to understand user interests and behaviors.
- Analyzed post-stream feedback data and adjusted marketing strategies, increased the sale by 40%.

Graphic Designer, *Self-employed*
July 2022 - Present, Remote

- Designed 3D and 2D scientific illustration for researchers with publication or proposal needs using Maya, Adobe Illustrator, and Adobe Photoshop.

INVOLVEMENT

Design & Marketing Committee Lead, *UXTerps* - student organization
Sep 2021 - May 2022, College Park, MD

- Developed brand strategy and new design guidelines to improve brand identity and consistency.
- Drafted event logistics and hosted UX-related events/workshops.