Zi Lin

Product Designer/UX Designer

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EDUCATION

M.S. Human-Centered 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

Design Thinking

User Research

User Interview

Competitive Analysis

Wireframing

Usability Testing

Rapid Prototyping

Graphics/Interaction Design

3D Design

TOOLS

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

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

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

Programming
HTML & CSS | Javascript | Java | C

Data Visualization
Tableau | Excel

LANGUAGE

English

Mandarin

Japanese (JLPT Level 2)

Latin

EXPERIENCE

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

- Engaged closely with designers, developers, and program managers and built up a design system collaboratively.
- Conducted extensive user research to understand pain points and needs of different user groups.
- Created key components and patterns using Figma based on the standard of USWDS and Section 508 to ensure accessibility.
- Documented and organized a set of guidelines on design system instruction to prepare designers and developers with a smooth workflow.

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

- Designed a browser-based online learning app.
- Sketched, storyboarded, wireframed, and prototyped an improved user flow with Miro and Figma.
- Analyzed direct/indirect competitors to ideate design concepts and marketing strategies.
- Iterated design process based on testing results to refine solutions and build effective, intuitive, and appealing user interfaces.
- Defined and maintained product requirements and led the design team to plan, track, and execute on requirements.

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

- Conducted customer analysis to generate user portraits and behavior analysis.
- Analyzed post-stream feedback data and adjusted marketing strategies accordingly, increased the sale by 40%.
- Edited and uploaded more than 40 video content posts and managed multiple TikTok accounts.

INVOLVEMENT

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

- Developed brand strategy and new design guidelines to imporve brand identity and consistency.
- Planned Terps Makeathon 2021 and 2022, a 24-hour design hackathon collaboratively.
- Drafted event logistics and hosted UX related events/ workshops.