

YENAN LIN | SOPHIE

An integrated thinker and quick learner who enjoys inspiring challenges.
Striving to contribute and deepen my design skills,
as a **UX / Product Designer** who loves to deal with complexity.

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Location – Seattle, WA

LinkedIn –

<http://www.linkedin.com/in/sophielynn/>

Portfolio – <http://sophielynn.github.io/>

EXPERIENCE

Product Design Lead | Shindy Tech, LLC | Digital Payment | 2018.03-2019.06 |

In charge of the end-to-end design process in a start-up of B2C digital payment solutions

- Gathered insights from research on the market, trends, and stakeholders
- Translated findings into seamless user experiences with the latest trends in design
- Work inventively around constraints and navigate ambiguous situations
- Create and maintain a design system and evolve it as new components are introduced.
- Communicate and iterate effectively with rapid prototypes in all fidelities
- Facilitated effective decision-making by holding co-creation workshop
- The beta was released and being tested on Apr 2019

UX Designer | Vamonde | Tourism | 2017.07-2018.01 |

Individual work on the redesign of a web-based B2B platform with Content Management System and Data Analytics Dashboard for a digital storytelling platform

- Crafted experiences that can be mapped directly to the business and user requirements of the project as well as clearly embody the UX strategy
- Partner with Devs, PM, and Tech Lead on a product roadmap and contribute to high-level strategic decisions
- Designed and implemented Usability Testing to validate the design as well as finalize the roadmap
- Introduced the value and methods of user-centered approach to the project
- The final design has been published and used since Spring 2018

Student Service Strategist | MorningStar | Financial Service | 2018.01-2018.05 |

A workshop exploring new opportunities in the Investment Management industry

- Simulated the company's role in the industry ecosystem. Blueprinted stakeholders and service blind spots in the ecosystem
- Facilitated ideation workshop with analogous research to propose new perspectives
- Three opportunities frameworks got developed, evaluated, and conceptualized
- Final concepts got recognized and moved on for further validation after reporting to leaders of MorningStar

Product Designer | ShrinkSpace | Healthcare | 2017.06-2017.09 |

Teamwork on a web-based Referral Tool design serving multiple stakeholders

- Designed and executed research plans. Translated users' needs into design principles
- Designed in a complex system to untangle experiences for three stakeholders
- Tested and refined the design assumptions using clickable prototypes on InVision

UX Design Intern | Meters/bonwe | E-commerce | 2015.06-2016.02 |

Worked on UX/UI design for an E-commerce platform in the fashion industry

- Developed digital products across media include web, iOS, Android, and smart TV

EDUCATION

Master of Design | IIT Institute of Design |

2016.08 -2018.05 |

B.S. in Industrial Design | Tongji University |

2012.09 -2016.06 |

Minor in Computer Science | Tongji Univ. |

2013.09 -2014.06 |

DESIGN SKILLS

Product Design

- Mobile Design
- Web Design
- Prototyping

User-centered Design

- User Research
- Insights to ideas
- Workshop Facilitation
- Usability Testing

User Experience Design

- Sketch, Axure RP, Figma
- InVision, After Effects
- User Journey Mapping
- User Flow Design
- Information Architecture
- Wireframes

Communication Design

- Adobe Creative Suite
- Visual Design
- UI Design
- Design Systems

OTHER SKILLS

- Data Visualization, Tableau
- HTML, CSS, JavaScript
- Bootstrap
- Video Editing
- Mandarin