



YU HSUAN LIN

User Experience + Interaction Design

Email yhl437@nyu.edu

Phone 646-873-0372

Portfolio www.yuhsuanlin.com

WORK EXPERIENCE

Google

May 2018 - Aug 2018

UX Design Intern

- Designed engaging answers for Google Assistant on Google smart display. Explored research insights and data to define critical user journey. Created interactive prototypes which mimic the real experience on Google Smart Display for user testing. Planned and conducted UX study to test usability of the prototypes. Improved the interactions in accordance to users' feedback.

NYU Information Technology

Sep 2017 - May 2018

UX Designer

- Delivered 5 projects and launched 3 designs by running design sprints. Analyzed and transformed users' data into actionable insights. Designed interfaces, information architecture, and UI guideline according to the insights that gained from user research. Developed high-quality interactive prototypes to ensure the design address users' needs.

Backer-Founder

July 2016 - June 2017

Product Designer

- Optimized the user experience for the e-commercial website, Backme. Increased conversion rate by 20%, reduced bounce rate by 25% and improved user engagement. Pinpointed users' pain points through interviews and surveys. Defined user flow and information architecture, and provided UI design solutions to the system.
Translated designs to front-end code, estimated time and costs, and wrote feature tests. Reduced 30% of time spent on communication and development.

EDUCATION

New York University

Sep 2017 - May 2019

Masters, Integrated Digital Media (IDM)

Focus on UX, and Interaction Design.

National Chiao Tung University

Sep 2012 - June 2016

BS in Computer Science

Focus on Data Visualization and HCI.

SELECTED PROJECT

Blender - Sketch Plugin

Developed a Sketch plugin which can create a series of intermediate shapes and colors between selected objects. Pinpointed users' need and developed the plugin with CocoaScript. **Got 338 stars on Github.**

AWARD

Booking.com Hackathon

3rd place

Akatsuki Game Hackathon

1st place

New York University

Merit Scholarship

Computer Graphics Workshop

Honorable Mention Award

NCTU

Academic Achievement Award

EXHIBITION

Creative Expo Taiwan 2016

Illustration Exhibition

Invited by Tumblr

SKILLS

Interaction design

Visual design

Prototyping

Storyboarding

Wireframing

User Research

Usability Testing

Front-end Development

TOOLS

Visual

– Sketch

– Adobe Creative Suite

Prototyping

– Framer / Principle

– Invision

Development

– HTML / CSS3 / Javascript

– D3.js / Vue.js / JQuery

– Bootstrap

– CoffeeScript