



# Yu-Hsuan Lin

Product Design + Emerging Tech

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Portfolio [www.yuhuanlin.com](http://www.yuhuanlin.com)

## experience

### Oracle

**UX Designer** | Redwood City, CA | July 2019 - Present

Designed next-gen Expenses submitter experience across desktop, mobile and emails. Created automated and manual expenses submission experience for MVP. Work involved wireframing, prototyping, usability testing, high-fidelity mockups, visual specs, and working with PMs, engineers, copywriters and component designers to ensure quality, timely delivery.

Designed AP Invoices Search experience for MVP. Drive qualitative user research to shape the design and prioritize tasks for stakeholders. Documented the gap between design and development to help the development team move forward.

### Google

**UX Design Intern** | Mountain View, CA | May 2018 - Aug 2018

Designed engaging answers for Google Assistant on Google smart display. Defined critical user journey based on engineering feasibility and prior research. Led user research to validate the design. Built interactive voice-forward prototypes using Framer which mimic Google Smart Display.

### NYU IT

**Product Designer** | New York, NY | Sep 2017 - May 2019

Built design for web apps - Virtual Torch Tech and Events Check-in. Led qualitative research and focus groups to get users feedback and iterated design accordingly. Coordinated a cross-functional team (PMs/developers/writers) internally and took charge of milestone presentations.

### Backer-Founder

**Product Designer** | Taipei, Taiwan | July 2016 - June 2017

Redesigned a campaign management tool, Backme. The new design increased conversion rate by 20% and improved user engagement. Drive interviews and surveys to understand user's pain points. Built design system and guideline for Backme. In charge of frontend development of Backme. Worked with backend engineers to build the application.

## education

**New York University**, M.S. in Integrated Digital Media

New York, NY | Sep 2017 - May 2019

**National Chiao Tung University**, B.S. in Computer Science

Hsinchu, Taiwan | Sep 2012 - June 2016

## award

**Oracle Innovation Hackathon**

Winner | 2021

**Book.com Hackathon**

3rd Prize | 2017

**Akatsuki Game Hackathon**

Winner | 2015

**New York University**

Merit Scholarship | 2017-2019

## project

**Blender - Sketch Plugin**

387 Stars on Github

Developed a Sketch plugin which can create a series of intermediate shapes and colors between selected objects.

## skills

Interaction design

Visual design

Prototyping

Illustrations

Storytelling

User Research

Front-end Development

VR prototyping

## tools

**Digital Prototyping**

Figma/Sketch/Invision

Adobe Creative Suite

Framer/Principle

HTML/CSS3/Javascript

CoffeeScript

Unreal/Cinema 4D/Maya