

# Resume

## Yi Lin

Product Designer

## Portfolio

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## Summary

Specializing in designing interactive products and services with 15 years of experience translating complex user requirements into engaging visual designs across various practice areas.

## Professional experience

### Lead UX Designer at Boston Consulting Group

(2018 – Present)

- **Healthcare:** Led the design of a Power BI tool for a national healthcare company to help staff track medical costs, spot spending patterns, and manage budgets more efficiently. Collaborated closely with department heads to shape the tool around what people actually needed – held regular check-ins to keep everyone aligned and refined features based on feedback.
- **Insurance:** Led a cross-functional team to design and launch a broker dashboard for a multinational insurance company, serving over 10,000 users. The design prioritized what brokers needed most, like client lookups and easy document access, making daily tasks simpler. The tool earned recognition for a customizable layout, seamless navigation, and an intuitive user experience.
- **Generative AI:** Collaborated with AI engineers to create a PowerPoint tool that acts like a teammate: fixes typos, provides sentence suggestions, helps find slides, and turns text like ‘sales growth’ into images or icons in seconds. Partnered with frequent PowerPoint users to test early versions, resulting in time savings of 4–5 hours per week. Now adopted by over 20,000 users.
- **Salesforce:** Partnered with sales and marketing leaders to develop scalable reporting dashboards and tools that helped people find client information in seconds instead of minutes and turned complex data into clear stories that helped users close deals faster.
- **Automotive:** Created a digital showroom for an electric motorcycle where buyers could explore and customize every part of their bike in 3D on any device. Streamlined the checkout experience, resulting in a 30% increase in shipments.

**Senior UX Designer at Songkick**  
(2012-2018)

- **Scalable ticketing platform:** Designed digital outreach initiatives with artists and record labels to connect them with fans online. Presented design solutions to stakeholders that aligned with their business objectives, making it easier for fans to track tours and buy tickets- resulting in a 22% boost in sales.

**UX Designer at Bigbuzz Marketing Group**  
(2008-2012)

- **Digital commerce:** Partnered with developers to design e-commerce and shipping solutions with clear product education that answered customer questions upfront, increasing conversion rates by 5%.

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**Skills**

- **Design Leadership & Strategy:** Vision setting, cross-functional collaboration, mentorship, stakeholder management, executive communication, data-driven storytelling
- **Design Systems & Tools:** Figma (components, variables, variants) Power BI, Salesforce Lightning Design System, design systems development, Interactive prototyping, wireframes
- **Product & Platform Design:** Enterprise UX, dashboard design, workflow automation, generative AI integration, advertising platforms, campaign management tools, AI-powered automation
- **User Experience & Research:** User-centered design, usability testing, user research, accessibility (WCAG 2.2), journey mapping, information architecture, data visualization

**Education**

- **Bachelor of Technology in Visual Communications**  
Farmingdale State College, Farmingdale, NY