

# Yi Lin

Lead User Experience Designer | Seattle, WA



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## SUMMARY

Seasoned UX Designer with over 10 years of experience crafting user-centric, aesthetically pleasing digital interfaces. Adept at translating complex user requirements into engaging visual designs, consistently enhancing user engagement and satisfaction. Proven track record in integrating product strategies with business objectives, fostering collaboration and innovation, and delivering high-quality work within tight deadlines.

## SKILL SETS / KEY STRENGTHS:

- **User-centric Design Expertise:** Skilled in designing flow diagrams, storyboards, interface mockups, wireframes, and prototypes across various platforms including iOS, Android, responsive mobile applications, and web interfaces.
- **Strategic Design Implementation:** Expert in enhancing product designs through iterative feedback, innovative solutions, and developing strategic design approaches.
- **Design Systems Management:** Proficient in Figma, Sketch, and Adobe Creative Suite, with a proven history of creating and maintaining design systems, leveraging new and established design patterns, and utilizing prototypes and user feedback to manage and improve products.
- **Leadership and Collaboration:** Adept at leading projects and enhancing collaboration between product managers, content strategists, and leadership to ensure platform development aligns with overarching business objectives.
- **Front-End Development Skills:** Skilled in HTML5, CSS, PHP, and JavaScript, creating interactive design prototypes, and guaranteeing seamless implementation of designs.
- **Inclusive Design:** Committed to meeting diverse user needs by creating inclusive designs that meet accessibility guidelines for individuals with disabilities, and incorporating considerations for various dietary and religious preferences.

## PROFESSIONAL EXPERIENCE

### Lead UX Designer | BCG X, Seattle, WA (03/2018 – Present)

Led cross-industry innovation initiatives by creating interactive prototypes, user flows, and functional designs, achieving key outcomes in healthcare, telecommunications, transportation, government agencies, e-commerce, and other industries.

- Revamped and led the design of a multinational insurance company's broker dashboard by conducting user testing and iterating on interaction patterns. The dashboard was universally acclaimed as 'the best seen with any carrier' and 'better than our portals internally', achieving a 40% reduction in query times, enhancing scalability, and streamlining operations for over 20,000 users. The dashboard earned praise for its user-friendliness and intuitive search functionality.
- Spearheaded a comprehensive digital rebrand for a motor vehicle company by designing intuitive navigation and interactive elements. Integrated key user-centric design features including streamlined navigation, an interactive 3D model viewer, simplified checkout processes, and mobile optimization. This strategic overhaul boosted customer engagement and satisfaction directly resulting in a 10% increase in both revenue and shipments.
- Created a marketing-driven design system for a national food service company using Figma by developing interactive components and design tokens. Incorporated advanced features such as color tokens, variable modes, and responsive mappings. Enhancing product usability and streamlined cross-functional collaboration contributing directly to a 2% increase in sales.
- Led the design of an AI-driven tool to automate presentation deck creation by crafting interactive prototypes and conducting usability tests. Addressed key productivity challenges for internal stakeholders, achieving widespread adoption among over 20,000 team members and garnering positive feedback for its efficiency and user interface.

### Senior UX Designer | Songkick, Brooklyn, NY (10/2012 – 02/2018)

- Collaborated with entertainers, artists, and major record labels to conceptualize and shape digital outreach initiatives, including custom-built apps tailored to a diverse user base, enhancing audience engagement strategies and achieving a 22% surge in lead generation, which contributed significantly to the company scaling to over \$25 million in revenues.
- Established comprehensive UX style guides, ensuring consistency and considering edge cases for enhanced usability.

### Web Designer | BigBuzz Marketing Group, New York, NY (05/2008 – 09/2012)

- Collaborated closely with developers to devise e-commerce designs and shipping solutions, emphasizing product education and user understanding to drive customer success.
- Designed and developed a mobile-responsive web design for a premium tobacco company, leading to a 75% increase in user session time and enhancing user experience, contributing to a 15% increase in conversions.

## EDUCATION

**Bachelor of Technology, Concentration in Visual Communications** | Farmingdale State College, Farmingdale, NY 2008