

WenHsin Lin

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EXPERIENCE

Tang Capital Management | San Diego, CA

Product Designer Dec. 2017 - Current

- Provided design solutions for a wide range of web and mobile products. Launched products from clinical trial websites to productivity and educational apps. Engaged with customers and learned quickly through iterative prototyping.
- Pitch Piano:
Led UX research, design & prototype, conducted usability testing for core features. Articulated complex visions through simple, elegant designs.
- Blink (Messenger todo list chatbot with over 1M+ users):
Reshaped the product to keep and engage users. Integrated users' needs and motivations into product design, new solutions result in increasing converting rate to 70%.

Schell Games | Pittsburgh, PA

UI Game Artist Jan. 2017 - May 2017

- Assisted teams with concept development by providing user flows wireframe and hi-fi mockups for multiple platforms, from mobile to interactive kiosks.
- Spearheaded for creating the main GUI for a health tracking mobile game. App launched at April 2018.
- Improved user experience by conducting user testing and data collection from the client. Resulted in over 60% of play testers. feel the experience is more engaging and helped extend the using time.

The Museum of Broken Relationships | Pittsburgh, PA

Experience Designer Aug. 2016 – Dec. 2016

- Led a team of 5 people to finish up the traveling exhibition in Pittsburgh. Created interior design, interactive installations, meanwhile planned out objects layout and guest experience map.
- Integrated digital experience with physical props and space by designing two interactive installations.
- Received positive feedback from both museum founders and guests,

Carnegie Mellon University | Pittsburgh, PA

Experience Designer May 2016 – Aug. 2016

- Designed and constructed the school department's Welcome Wall, including wall visual and two interactive kiosks.
- Handled regarding design details, budget, construction timeline related issues. Ensured product usability by conducting bi-weekly user testing and technical stress testing.

EDUCATION

Carnegie Mellon University

2015 - 2017

Master of Entertainment Technology

National Sun Yat-sen University

2011 - 2015

Bachelor of Information Management

EXPERTISE

Experience Design
Graphic Design
Interface Design
Interaction Design
Prototyping
Responsive Design
User Research
Visual Design

METHODS

Competitive Analysis
Data Analysis
Information Architecture
Storyboarding
User Interview
User Testing
Wireframing

TOOLS

Adobe Creative Suite
Figma
HTML/CSS
InVision
Maya
Principle
Sketch
Unity3D