

WenHsin Lin

Product Designer

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EDUCATION

Carnegie Mellon University

2015 - 2017

Master of Entertainment Technology

National Sun Yat-sen University

2011 - 2015

Bachelor of Information Management

TOOLS

Sketch	SketchUp
Photoshop	Unity3D
Illustrator	Maya
Premiere	ZBrush
After Effect	JIRA
Figma	Asana

SKILLS

Interface Design	Storyboarding
Graphic Design	User testing
Visual Design	Lo-fi & Hi-fi mockup
Interaction Design	Responsive Design
Wireframing	Content strategy
Persona	Scrum
Prototyping	
HTML/CSS	

LANGUAGES

Mandarin Chinese (Native)
English (Fluent)
Japanese (Intermediate)

EXPERIENCE

Tang Capital Management

Product Designer Dec. 2017 - Current

- Provided design solutions for an extensive range of web and mobile products. Collaborated effectively with other designers, product managers and engineers.
- Pitch Piano: Lead product design by refining user experience, identified potential problems through user testing result. Articulated complex visions through simple, elegant designs. Worked on app launching strategy, created branding materials, marketing strategies and competitors research, result in four star rating in Apple app store.

Schell Games

UI Game Artist Intern Jan. 2017 - May 2017

- Assisted teams with concept development in UI/UX by wireframing user flows and hi-fi mockups for multiple platforms from interactive kiosk to mobile games.
- Spearheaded for creating main GUI for an innovation health tracking mobile game. App released at April 2018.
- Improved user experience by conducting user playtests and data collection from client. Resulted in over 50% of playtesters feel the experience is more engaging and helped extend the using time.

Carnegie Mellon University

Design Intern May 2016 – Aug. 2016

- Designed and constructed the department's Welcome Wall, including wall display 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.

The Museum of Broken Relationships in Pittsburgh

Experience Designer Aug. 2016 – Dec. 2016

- Lead a team of 5 people as the designer to design both interior and interactive experience, and construction of the traveling exhibition in Pittsburgh. Planned out the objects display layout and guest experience map by using Sketchup and powerpoint.
- Integrated a digital experience with physical props and space by designing two interactive installations using typewriter as input device and touch screen.
- Received positive feedback from both museum founders and