



Erica Lin

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Summary of skills

Interaction Design
UI/ UX Design
Visual Design
Product Design
User Research and Testing
Prototyping
Wireframes
Information Architecture
Front-end Development
Data Visualization
Branding

Software

Adobe Creative Suite
Sketch
OmniGraffle
InVision
Axure

Web programming

HTML 5
CSS 3
JavaScript
CMS (WordPress and Drupal)
jQuery
PHP & MySQL

Objective

Looking for a position to apply and further challenge my design and user experience skills towards achieving the goals of the organization/ company I'm employed with.

Professional Experience

UX Designer at CK-12 Foundation
April 2015 to present | Palo Alto, CA

- Provide customized and personalized K12 learning experience
- Perform research to discover and UI/ UX design
- Refine and iterate product design to create the best user experience and participate in branding, user onboarding, findability, groups, reader app, and forums projects.
- Collaborate closely with stakeholders, content, product management, and development team members

Freelance UI/UX/Visual Designer and Developer

July 2012 - present

- Lead product and UX strategy to create a user-centered design in VR, marketing, healthcare, art, children, beauty and investment
- Design branding, identity, UI/ UX and graphic design with CMS implementations

Web Designer at Me Cure Inc.

September 2014 - March 2015 | San Jose, CA

- Build innovative healthcare solutions
- Lead and designed responsive web and mobile product in UI/ UX and visual design for the core site, dashboard, symptom checker, mobile app and blog
- Create marketing materials for branding, identity, social media and email

Web & Graphics Design Graduate Intern at Walt Disney Animation Studios

May 2014 - August 2014 | Burbank, CA

- Redesign the studio career features to solve problems for recruiters and job seekers and also present the studio culture
- Verify the design through research, interviews with leaders and users, testing and other UX methodologies
- Prototype the interaction and provide design feedback for mobile projects

Student User Experience Facilitator at Academy of Art University

September 2013 - June 2014 | San Francisco, CA

- Facilitate user testing and assist events about usability and industry practices

Web Developer Intern at VivaDressUp Inc.

August 2012 - October 2012 | San Francisco, CA

- Design and develop user-centered E-commerce websites and visual identity

Interior Designer at Medfirst Healthcare Services Inc

April 2011 - June 2011 | Taiwan

- Produce interior design for healthcare retail stores

Graphic Designer at Medfirst Healthcare Services Inc

August 2010 - April 2011 | Taiwan

- Create proposals, presentations, visual identity systems and graphic elements for healthcare projects

Web Designer at Begin Culture Inc.

June 2009 - April 2010 | Taiwan

- Design graphic elements and websites for publishers

Education

Master of Fine Arts in Web Design and New Media, 2011 to 2014
Academy of Art University, San Francisco, USA

Bachelor of Fine Arts in Communications Design, 2006 to 2010
Shih Chien University, Taipei, Taiwan