

Tracy Lin

UX & UI Designer

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EDUCATION

Designlab

User Experience Design
2015—2016

Otis College of Art & Design

M.F.A. Graphic Design
2011—2014

University of California, Los Angeles

B.A. Art
Minor in Education Studies
2007—2011

First Place, Werner Z. Hirsch Award in
Representational Drawing
2010

Honorable Mention, Werner Z. Hirsch
Award in Representational Drawing
2010

SKILLS

User-centered Design
User Research
Interface Design
Usability Testing
Typography
Sketching & Drawing
Organization
Listening

EXPERIENCE

UX/UI Designer

Techstyle Fashion Group
September 2016—Present

Deliver intuitive and functional user flows, interfaces, and digital experiences for the JustFab, Fabletics, Savage x Fenty, FabKids, and Shoedazzle business units

Work with product managers, business and marketing stakeholders to create design solutions that meet user requirements and achieve measurable business goals

Define and maintain style guide. Incorporate data-driven insights and user research to inform design decisions and influence product development

Freelance UX and Graphic Designer

2012—Present

Asthma Management and Monitoring App (AMMA)

Conducted user research, documented UX strategy, defined product features and user flows, developed wireframes and UI design, iterated and user tested for an app helping asthma sufferers manage their illness day to day; completed within 80 hours

Dignity Meals (a non-profit service fighting food waste and hunger)

Applied user-centered methodologies to produce UX deliverables including research findings, sitemap, UX strategy, user flows, UI requirements, wireframes, brand and style guide, and user testing for an app matching local food donors with those who need it in a timely, safe, and easy-to-use way; completed within 70 hours

Managed and delivered a variety of projects including graphic artwork for debut album, Planet Fear (for musician Hustlekat); poster design and art direction for Otis College of Art & Design Lecture Series (for type designer Paul Plancarte); concept development, brochure design, product photography, market research and copywriting for The Remedy Pharm (compounding pharmacy)

Production Associate

P.Chan & Edward, Inc.

A printing management company providing extensive project management to various clients
October 2013—May 2016

Managed over 200 design projects for publisher Pomegranate Communications approximately every 6 months; planned and maintained each release's production cycle to meet deadlines

Oversaw product development from design to output; coordinated with production managers overseas to improve efficiency in work flow and production procedures; worked with clients to ensure project needs and goals were met

Marketing Graphic Design Intern

Pacific Sunwear (PacSun)
October 2012—January 2013

Conceptualized and developed window and POP displays to reflect brand values; designed visual marketing collateral for internal and retail use; conducted user research and pitched campaign initiatives to encourage customer engagement and promote business growth