

# LEILA LIN

UX RESEARCHER/ DESIGNER/ DEVELOPER

## CONTACT DETAILS

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Location : Austin, Texas 78751

## EDUCATION

The University of Texas at Austin, TX

**M.S in Information Studies**

National Chengchi University, Taiwan

**B.A in Psychology**

## SKILL

### Research

Questionnaire & Survey, Quantitative & Qualitative Research, Interviewing, Statistical Analysis, Competitive Analysis, Heuristic Evaluation, Card Sorting, Information Architecture, Usability Testing

### Design

Affinity Diagram, User Journey Map, Persona, Wireframe, Rapid Prototyping, Data Visualization, Interaction Design

### Tools

Microsoft Office, Adobe Creative Suite, Sketch, Adobe XD, InVision, Figma, Tableau, Qualtrics, ERP System, Google Analytics

### Languages

HTML, CSS, JavaScript, Bootstrap, jQuery, PHP, MySQL, Python

## EXPERIENCE

### UX Designer | B~STEM Project

Jun. 2019 – Present, Los Angeles, CA (Remote)

- Turned the research results into lo-fi and hi-fi wireframes and prototypes to achieve the design of **SaaS** learning platforms
- Coordinated with UX researcher, designer, and founder to design user flows and the information architecture of the **desktop website**

### UX Researcher Intern | Userade

Feb. 2020 – May. 2020, Austin, TX

- Conducted competitive analysis and literature reviews to help **B2B** clients solved complex product problems
- Interviewed eight different stakeholders and provided the analysis results and constructive suggestions to clients

### International Sales Representative | JYCB Technology Co., LTD

Oct. 2016 – Jun. 2018, Taipei, Taiwan

- Evaluated and ensured a high-quality user experience in collaboration with designers, product managers, and engineers iteratively
- Cultivated an understanding of competitor solutions in the market and delivered effective design solutions in a fast-paced environment

### Product Manager | Triotek Technology Inc.

Sept. 2015 – Sept. 2016, Taipei, Taiwan

- Responsible for product planning and managing the product throughout the lifecycle and owning the iteration and launches of products, in order to deliver to clients such as **Apple and LG**
- Led a cross-functional product team to support the up-to-date product versions and developed deliverables to stakeholders
- Increased revenue by **\$1.5M** annually by developing a component for large-scale production

## SELECTED PROJECTS

### UX researcher and designer | Texas Department of Transportation

Feb. 2019 – May. 2019, Austin, TX

- Conducted literature review and competitive analysis, interviewing users, producing persona and journey map to find user needs
- Designed wireframes and implemented usability testing to iterate product then produced a high-fidelity prototype of the travel **iOS App**

### Product Designer | Voicepod

Sep. 2020 – Dec. 2020, Austin, TX

- Designed a podcast Application with **voice/ audio and graphical user interfaces** which enables safer driving