

LINLIN HUANG

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I am a product designer with 5+ years of experience managing and implementing a variety of systems-level design projects, and I have a track record of shipping effective design solutions. I am comfortable working from concept to implementation, and have assumed roles ranging from UX designer/strategist to front-end developer.

With my training in problem-solving and design-thinking from MIT and user experience design from UW, I most enjoy designing solutions for complex design challenges and working with others on projects that benefit the greater good.

AREAS OF EXPERTISE

- experience design
- visual design
- prototyping
- front-end dev
- qualitative user research
- product management
- information architecture
- competitive analysis
- design strategy
- user testing
- HTML
- CSS
- JS
- VIM
- D3.js
- Pug
- Stylus
- SASS
- Git
- Axure
- Adobe Suite
- Sketch App
- AutoCAD
- Rhino 3D
- Tableau

EDUCATION

University of Washington

Master of Science in Human Centered Design and Engineering | 2013 — 2014

Massachusetts Institute of Technology

Bachelor of Science in Architecture (Design + Computation) | 2009 — 2014

WORK

Radical Pixel

Founder, Designer / 8.2017 — present

Solves complex user experience challenges for clients through research and strategic design. Builds high-fidelity prototypes and implementation in code. Provides expertise on branding, user experience, and visual design projects.

Wefunder

Lead Designer / San Francisco, CA / 3.2015 — 8.2017

Defined product features through research and developed solutions in collaboration with developers and the CEO to deliver the best user experience; assumed roles of user researcher, UX designer, visual designer, prototyper, and front-end developer for all aspects of the product design.

My implemented design work has helped the company gain 13,773 new active investors users, process 27,692 investments, and grow from a company with an annual investment volume of \$4.5M to \$26.3M.

key responsibilities:

- conducted interviews to gather users' pain points, condensed them using affinity mapping, and created a transparent process for all members of the team to see and comment on results
- created user stories and journey maps as communication tools to present research findings and to make recommendations to the team
- prioritized design projects based on user research and presented them to the team
- advocated for users' needs in company-wide meetings and defended my claims using research data
- created processes within the team between engineering and design to streamline the product design and release cycle
- interviewed potential employees to grow the team
- met regularly with the CEO to map out feature developments for the core product
- researched and designed internal tools to enhance team collaboration to provide improved accountability to users

IBM Design

UX Designer and Front End Developer / Austin, TX / 9.2014 — 12.2014

Collaborated with the Mobile Innovations Lab on a native mobile app. Defined problem statements based on user research, conceptualize design solutions using IBM B2B products, and presented to key stakeholders.

key responsibilities:

- conducted user interviews along with 3 other team members
- defined over-arching project goals based on interview results and proposed them to the project manager
- designed solutions using IBM Design Thinking strategies
- created paper prototypes and used the RITE method for user testing
- iterated on design solutions using results from user testing
- proposed project solutions to the senior level creative team

Blink UX

UX Designer and Interaction Designer / Seattle, WA / 6.2014 — 9.2014

Developed an internal employee tool through prototyping and user testing.

key responsibilities:

- collaborated with the CEO to determine the goals and vision of the application
- conducted user research to gain insights into employees' work patterns
- created user flows and low-fi prototypes for use in user testing
- iterated on designs and completed the project with high fidelity mockups of the desired application

byVolta Sense Factory

Interaction Designer and Product Lead / Paris, France / 5.2012 — 8.2012

Designed and prototyped a 1/8th-scale model of a responsive pavilion by programming the Arduino and creating soft sensors with low cost materials.

key responsibilities:

- communicated with client (in french) to scope out project
- prototyped soft sensors to create desired interactions
- helped coworkers create high quality renders using Adobe 3DS Max

NOTABLE PROJECTS

emCOMP Lab at University of Washington

Lead Researcher (CSCW 2015 presenter) / 01.2014 — 06.2014

Integrated quantitative and qualitative research methods to investigate the effects imparted by social media during the aftermath of the Boston Marathon Bombing.

High Low Tech at MIT Media Lab

Software Designer (undergrad researcher) / 09.2012 — 01.2013

Contributed to Sew Electrics, a book of arduino projects to teach basic programming principals.

Fluid Interfaces at MIT Media Lab

Software Designer (undergrad researcher) / 09.2012 — 12.2012

Designed interactions and gestures for a peer-to-peer conferencing software.