

LILLIAN Y. LIN

(Portfolio available for in-person presentation)

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I leverage my unique background as a designer of the physical environment to create digital experiences that are intuitive and frictionless. As a designer for the human experience, I build connections with users to fulfill and delight.

My UX solutions stem from a holistic exploration into a problem and its context to meet user and business needs. From this thorough discovery process, a strategic roadmap of scalable recommendations is tailored. Collaborative teamwork between in-house teams and clients are key to learning and adapting quickly in agile problem-solving. I am a proven self-starter and am adept at working with remote teams. I feel strongest in a UX team setting and am often the right-hand of leadership.

15+ years of user-centered design experience

USER EXPERIENCE ARCHITECT

Publicis Hawkeye

Full-time: 2012 – 2018; Consultant: 1/2018 – Ongoing

- Led discovery & need-finding exercises with clients & their users to develop requirements, recommending customer experience strategy, product management, and rollout timeline
- Collaborated with team to create user-centered design that translates business requirements into customer journeys, process flows, personas, sitemap and wireframes. Designs validated and analyzed by user-testing prototypes & analytics.
- Adaptable to project context:
 - augmented-reality game mobile app
 - suite of in-house applications for tablet
 - promotional campaign strategies across multiple platforms
- Developed personas built upon user types, segments, and position on loyalty ladder and created system of patterns and modules for a behind-login project for Fortune 500 non-profit financial services organization
- Helped evolve a suite of internal sales tools & applications for over a dozen releases and developed requirements gathering format for world's largest chemical producer
- The best at generating thorough and detailed documentation of heuristic analysis of existing sites, functional specifications and interaction notations for wireframes and process flows, and creating centralized documentation of business rules, scope, and QA notes to organize project related data for team as project moves into development.

Project Highlight: Discovery for modernization of suite of sales force automation applications – **Design Thinking** in action! This scope of work explored how business representatives actually worked in the field and informed what features would be needed in order to make their work more efficient and successful. Our UX team led a workshop with client to recommend **product management strategy**, utilizing **user-centered design**.

Awards 2012 – 2017: WebAward, MobileWebAwards, Internet Advertising Competition, Communicator Awards

FREELANCE UX, CX CONSULTANT, USER INTERFACE DESIGNER

Linsquared

2000 – Ongoing

- Designed user workflows, information architecture, user interfaces, and content strategy for digital products
- Consulted on product development and management.
- Clients range in various verticals, including film and fitness industries.
- Toolkit includes: Omnigraffle, Adobe XD, Balsamiq Mockups, Adobe Photoshop, Visio, Mural.ly, Microsoft Office Suite

Project Highlight: MaxAndLizAcro.com – Max and Liz Lowenstein desired a web presence that incorporated professionalism, an appointment scheduler, and a sense of mindful play that comes to life in their Instagram feed. This site lets them **connect with clients** while they teach around the world.

SR. USER EXPERIENCE ARCHITECT | CUSTOMER EXPERIENCE STRATEGIST

Defakto

Jan – Mar. 2018

- Led creation of functional specifications to guide development of application for medical staff to use with prescription of diagnostic device.
- With UX team, worked in a lean and Agile design process with client, aiding client commitment on business rules, and explaining user flows in written format.
- Restructured information architecture for existing site and created content strategy within new site structure.
- Supported development in Agile sprints.
- Mentored a junior UX resource, teaching UX design mental models and documentation methods.

Project Highlight: Digital application for medical diagnostic device - I chose this project to be my first steps into **Healthcare UX to create work that positively impacts people's lives**. This was a challenging project in that it had to respond to an array of workflows and involved complex and sensitive medical data.

designer of built environment

ARCHITECTURAL DESIGNER

2004 – 2011

johnson / twitmyer
Sally Johnson Architect
Mary Burr Designs

- Right hand to Principals on commercial, residential, and hospitality projects from concept to construction.
- Coordinated implementation with consultants, contractors, and client in all stages of project management.

Project Highlight: Historic renovation of 1946 Belmont Hotel – This is my proudest architectural project in Dallas. I sought out the opportunity to work on this project because **I wanted to make a difference in my city**. Adapting this motor court hotel to a boutique hotel triggered the revitalization of this part of Oak Cliff. The hotel now holds historic landmark status.

URBAN PLANNER

2002 – 2003

RTKL

- Created a sense of place and to think contextually on a citywide scale from perspective of different users: motorist and pedestrian.

Project Highlight: Proposed Downtown Dallas park – My work in urban planning and landscape architecture helped me frame big-picture thinking for any project. Nothing exists alone. **Everything has context**, and lifelines to and dialogues with other entities.

storyteller across industries



#SQUADGOALS: CO-CREATE WITH YOGA

Acrosiblins
2017 - Ongoing

- Team building workshop teaching **how to communicate for creative problem-solving**, using partner yoga as a learning vehicle
- Debuted - The Big Design Conference, September 2017



NON-PROFIT FUNDRAISING

Dallas Arboretum
2010 – 2012

- **Bucket-list goal to use my talents to further good causes.**
- 25% increase in revenue for tribute programs by fostering donor relationships.



MANAGING EDITOR & ENTERTAINMENT JOURNALIST

www.scifimafia.com
2009 – 2012

- 100% remote; promoted from journalist to Managing Editor within first year
- Authored 2,000+ articles. Attracted up to 4,500 unique readers a day.
- Interviewed & built relationships with talent to produce exclusive content that honed my skills to **conduct interviews with any type of user.**



COSTUME DESIGNER, WARDROBE

Various independent
productions
2002 – 2004

- Designed visual palette to suit context and storyline evolution for films, short and feature length.
- Project Highlight: Fox Searchlab short film, “Youngster” by director, Will Canon, and shot by Jason Croft. My film experience informs my expression of **storytelling, pacing, and continuity.**

education

REAL ESTATE DEVELOPMENT DEGREE

Master of Science in Land Development, Texas A&M University, 2002

ARCHITECTURE DEGREE

Bachelor of Science in Environmental Design, Texas A&M University, 2000

certificates

HUMAN-COMPUTER INTERACTION

Stanford University via Coursera, 2012

NEUROSCIENCE

Neuroscience track at Duke University, 2015 - Ongoing

HISTORIC PRESERVATION

Texas A&M University, 2002

speaking engagements

THE BIG DESIGN CONFERENCE 2017

Addison, TX – Workshop Presenter “#SquadGoals: Co-create with Yoga”, September 2017

UXPA - DALLAS

“10 Minute Talks Ahead of Big Design 2017”, August 2017