

CHIA I LIN

PRODUCT DESIGNER

CONTACT

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chiailin.com

EDUCATION

UC Berkeley
B.A. Psychology
Aug 2008 - May 2012

SKILLS

sketching
wireframing
UX design
visual design
branding
mobile design
web design
user interview
usability testing
comparative analysis
project management

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Sketch
HTML + CSS
Abstract
Invision
Balsamiq

EXPERIENCE

1. Wefunder

Lead Product Designer
Aug. '17 - current

Responsible for designing and delivering major product features as the sole designer. Designed and shipped new company profiles (+25% conversion), investor returns (IRR) dashboard, knowledge base & iconography, user profile, and user on-boarding.

All projects now live. Responsibilities spanned from initial research/interviews to final handoff to Engineering.

Collaborated closely with CEO to take broad company vision and product goals and turn them into elegant design flows and experiences. Worked closely on designing new feature experiments.

Other design projects include Wefunder forum, educational comics ("Investing 101 with Dino"), Reg CF reporting tool, and various internal admin tools.

2. Aiooki

Product Designer
Aug. '16 - July '17

Designed and shipped webapp for crowdfunding for real estate investment properties as the sole designer.

3. Freelance Designer

Product Designer
Jan. - July '16

Delivered a variety of projects, including customer journey maps, user research, empathy maps, and redesigns. Led the redesign for entire shopping and check out flow from discovery, requirement analysis, visual design strategy, user flow, implementation, user testing, mockups, and client coordination.

Wrote piece detailing my transition from culinary to tech that accrued 400+ applauses on Medium and lead to a feature episode on the podcast Breaking into Startups.

4. Mourad

Pastry Cook
April '15 - Dec. '16

Part of opening culinary team that helped Mourad acquire one Michelin star in its first year.

5. ANA (All Nippon Airways)

Cabin Attendant
March '13 - Dec. '15

Number 3 airline in the according according to Skytrax based on service and safety. It's great.