

jenny winjoy lin

I'm a designer with a passion for innovation, creativity, and boundary breaking. As a proactive, lifelong learner, I'm dedicated to making a difference. Ask me anything!

www.winjoy.design
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work experience

UX Designer

DESIGNATION, 2016

UX strategy and research, UI design, and front-end web development.

CLIENT: UPsQool, an iOS mobile application

- Composed user research on parents to realize parenting theories, habits, and pain points to raising well-rounded children.
- Created various prototypes and conducted user testing to make an MVP.

CLIENT: Elu, an ecommerce website

- Conducted user interviews, SME interviews and domain research to create a personalized shopping experience online.
- Researched and tested various methods to implement a "virtual fitting room".

Freelance Graphic Designer

Winjoy Design, 2012–2015

Self-directed the design and execution of multiple projects such as: company websites, educational illustrations and marketing materials.

CLIENTS: CA Healthy Nail Salon Collaborative, Asian Pacific Partners for Empowerment, Advocacy & Leadership, Asian Americans Advancing Justice, Visual Communications, and Strategic Actions for a Just Economy.

Photographer & Graphic Designer

Ice Husky Inc., 2014

Managed and produced various design and marketing projects including: on and off-site photo production, website development, social media marketing campaigns, product design, logo, and brand identity for Ice Husky Inc. and sister company, Fanale.

Marketing & Community Outreach Associate

Los Angeles Asian Pacific Film Festival (LAAPFF), 2013

Established and maintained over 60 relationships with Community Partners for optimal community engagement. Organized the first LAAPFF screening event at a local café, improving overall outreach.

internships

Exhibition Intern, Museum of the African Diaspora, 2014–2015

Public Relations and Outreach Fellow, CounterPulse, 2014

volunteer

Client Experience Designer, Chinese Progressive Association, 2016

Communications, Chinatown Community for Equitable Development, 2012–2015

Teaching Assistant, Inneract Project, 2014

education

California Institute of the Arts

Photography & Media
Minor in Social Science
2008–2012

Academy of Art University

Graphic Design
2014–2015

what i know

UX Research: Research strategy, user interviewing, competitive analysis, experience strategy, affinity mapping, rapid prototyping, low to hi-fi wireframing, usability testing

UI Design: Art direction, style tiles, moodboards, mobile-first web design, iOS and Android app design

Tools: Sketch 3, Axure RP, HTML5, CSS3, Pop App, InVision App, Sublime, Illustrator, Photoshop, InDesign