

jenny winjoy lin

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

winjoy.design
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User
Research



User
Testing



Axure
Prototyping



Sketch
Mockups



Pixel Perfect
Design



HTML
and CSS

TixTrack

2016 – Present

UX DESIGNER

- Led user research and design for core TixTrack products, from concept to launch
- Developed and facilitated design workshops for engineers and management to communicate product needs and direction
- Defined design patterns across entire product on mobile, tablet, and desktop with front end engineer collaboration
- Determined product requirements and user specifications for new and existing products
- Identified needs and desires of expert and beginner users to...
- Conducted user feedback and testing panels
- Developed multiple iterations of low-mid fidelity prototypes to test design and workflows
- Produced high fidelity visual design for front end development
- Worked directly alongside front and back end engineers to ensure quality design upon deployment
- Conducted regular meetings with design teammates to exchange constructive feedback

DESIGNATION

2015 – 2016

UX DESIGNER

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

CLIENT: UPsQool, an iOS mobile application

- 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”

CLIENT: Elu, an ecommerce website

- Composed user research on parents to realize parenting theories, habits, and pain points to raising well-rounded children
- Designed and tested various prototypes for an MVP