

# 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](http://winjoy.design)  
[jenny@winjoy.design](mailto:jenny@winjoy.design)  
408.510.0588



User  
Research



User  
Testing



Design &  
Photography



Rapid  
Prototyping



Workshop  
Planning



Group  
Facilitation

## work experience

---

### TixTrack

2016 – Present

UX DESIGNER

- Led UX research and UI design for core TixTrack products, from concept to launch
- Developed and facilitated Design Studios for engineers and management to communicate product needs and direction
- Conducted user feedback and user testing panels for website evaluation and competitive analysis
- 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
- 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

## Winjoy Design

2012 – 2016

FREELANCE DESIGNER

**CLIENTS:** CA Healthy Nail Salon Collaborative, Asian Pacific Partners for Empowerment, Asian Americans Advancing Justice, Visual Communications, Strategic Actions for a Just Economy

- Self directed the design and execution of multiple projects such as: company websites, educational illustrations, t-shirt designs, brochures, and marketing materials.
- Managed art direction and on and off-site photo production and post production.

## education

---

### California Institute of the Arts

2008 – 2012

Valencia, California

*BFA – Photography & Media, Minor – Social Science*

### Academy of Art

2014 – 2015

San Francisco, California

*BFA 2 Candidate – Graphic Design*

### DESIGNATION

2015 – 2016

Chicago, Illinois

*Certificate – User Research & UX Design*

## professional skills

---

Interaction Design

User Interviews

Usability Testing

Competitive Analysis

Affinity Mapping

Rapid Prototyping

Low – HiFi Wireframing

Design Studio Facilitation

Visual Design

HTML5 & CSS3

## tools

---

Sketch

Axure

Invision

Illustrator

Photoshop

Indesign

Flinto

PopApp