# IVY LIN.

Interaction designer who works at the intersection of design, technology, data, and business.

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## DESIGN EXPERIENCE

### Deloitte Applied AI

User Experience Designer | Boston, MA | Aug 2019 - Present

- Conduct user research, synthesize findings and define problems with business stakeholders applying design thinking methodologies
- Ideate, produce and present design deliverables such as personas, user journey maps, information architecture (IA) diagrams, user flows, wireframes and visual designs
- Produce aesthetically rich user interfaces for web applications and BI reports, create and maintain design systems and guidelines
- Visualize complex data to communicate business insights and facilitate data-driven decision making for fortune 500 companies across industries such as consumer, healthcare, transportation, manufacturing, supply chain etc
- Conduct design reviews with internal and external stakeholders to ensure alignment among business, design and technology
- Operate in an agile and iterative environment
- Collaborate with cross-disciplinary teams of executives, project managers, analysts, designers, and developers across timezones

### Financial Industry Regulatory Authority, Inc. (FINRA)

User Experience Design Intern | Rockville, MD | May-Aug 2018

- Worked with PMs and engineers to conduct user research and created user workflow, wireframes and mockups for a financial data review system
- Produced a new corporate presentation template applying user-centered design thinking with interviews and guerrilla usability tests
- Coordinated a tree-test study on the information architecture of the Code of Conduct page with 103 participants

### Integrated Product Development Program - Lumipath Team

Product designer | Ann Arbor, MI | Jan-Apr 2018

- Researched, ideated, designed and prototyped a lighting solution to safely guard night walk for the elderly (65+) in a group of four
- Won the first prize in UM Trade Show out of seven groups with 400+ votes from participants both online and offline

### Mixed Reality Lab, University of Nottingham

Experience Designer | Nottingham, UK | Feb-Aug 2017

- Initiated, designed and realized a dynamic digital map to amplify the storytelling process for an experimental piano performance
- Co-authored the **publication** *Design the Audience Journey through Repeated Experiences [Presented in CHI, Montreal, Canada 2018]*

## SKILLS

**Design**

Rapid Prototyping
Wireframing
User Interview
Workshop Facilitation
Information Architecture
Usability Testing
User Flow
User Journey Map
Card Sorting
Storyboarding

**Software**

Figma
Sketch
InVision
Axure
Zepline
Principle
Adobe Suites (PS, AI, XD)
JIRA

**Coding & Data Viz**

HTML, CSS, JS
PowerBI, Tableau, D3JS

**Self-starter & Quick learner**

## EDUCATION

**University of Michigan**
Ann Arbor, MI | May 2019
M.S. in Information specialized in HCI/UX Design

**University of Nottingham**
Nottingham, UK | July 2017
B.S. in Computer Science

**Awards:**
Best Dissertation Project (2017)
Dean's Scholarship (2014-2016)