

Erica Lin

Product Designer

ericalindesign.com

Santa Clara, CA, USA
Open for relocation

Skills

Design

Brainstorming & Design Sprint
Design Strategy
Wireframes
UX Design
Interaction Design
Design Principles
Prototyping
Information Architecture
User Research & Testing

Software

Figma
Sketch
Photoshop
HTML
CSS

Product

2-sided Marketplace
Supply & Demand
Gamification
User Lifetime Journey
Navigation Design
Content Editor
Chatbot
Application
Onboarding
Rating System

Experience

Course Hero, Redwood City, CA

Lead Product Designer | 2022 - present

- Led the tutor marketplace design and strategy and cross-team collab with the student team
- Mentored a junior designer and supported the design team culture
- + 4% of answer quality, - 5.9 mins (-4.6%) average answer time for a faster response

Senior Product Designer | 2021 - 2022

- Led the tutor marketplace design and strategy in the acquisition, engagement, retention, quality, etc. Cross-team collaboration with the student team. Designed internal tools for improving team efficiency
- Initiated weekly user interviews and understood user needs and problems
- + 10% in active-7-day-in-a-week cohort, + 9.1% % of early retention rate

Product Designer II | 2018 - 2021

- Worked in product design and user testing for content discovery (Search), user acquisition, content design, etc.
- + 4.9% of search useful CTR

Product Designer I | 2016 - 2018

- Worked in product design for business infrastructure, including compliance, customer support, payment, etc.
- Final front-end implementation (HTML and CSS)

CK-12 Foundation, Palo Alto, CA

UX Designer | 2015 - 2016

- Provided customized and personalized K12 learning experience. Performed research to discover and UI/ UX design

Me Cure Inc., San Jose, CA

UI Designer | 2014 to 2015

- Built innovative healthcare solutions. Led and designed for the core site, dashboard, symptom checker, mobile app, and blog

Walt Disney Animation Studios, Burbank, CA

Web & Graphics Design Graduate Intern | 2014 Summer

- Redesigned the career page for recruiting and verified with user research

Education

Master of Fine Arts in Web Design and New Media

Academy of Art University
San Francisco, USA | 2011 to 2014

Bachelor of Fine Arts in Communications Design

Shih Chien University
Taipei, Taiwan | 2006 to 2010

Licenses & Certifications

Nielsen Norman Group
UX Certificate | 2021

Copenhagen Business School
**Strategic Management
and Innovation
Specialization** | 2020

Udacity
**Nanodegree Design
Sprint Foundations** |
2018