Erica Lin

Product Designer

ericalindesign.com

Skills

Design

Brainstorming & Design Sprint
Design Strategy & Frameworks
UX Design
Interaction Design
Wireframes
Prototyping & AI Vibe Coding
Information Architecture
User Research & Testing

Software

Figma
Miro
Photoshop
Illustrator
HTML
CSS

Product

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

Certifications

Nielsen Norman Group
UX Certificate | 2021

Copenhagen Business School
Strategic Management and
Innovation Specialization | 2020

Udacity
Nanodegree Design Sprint
Foundations | 2018

Experience

Booking.com, Amsterdam, Netherlands

Product Designer | 2023 - present

• Driving AI and innovation for the UX of the AI support chat on apps
• Elevating user help experience by integrating research insights on apps and web
• Enabling user autonomy through enhanced self-service capabilities and support access
• Ensuring compliance and addressing critical legal requests
• Led design for AI Trip Support, a 0-to-1 product that launched with a 72.72% resolution rate on iOS, reduced customer service contacts by 3.28%, and significantly improved traveler issue resolution

Course Hero, Redwood City, CA

Lead Product Designer | 2022 - 2023

• 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. with + 4.9% of search useful CTR

Product Designer I | 2016 - 2018

• Worked in product design for business infrastructure, including compliance, customer support, payment, etc. with 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 - 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

Bachelor of Fine Arts in Communications Design

Shih Chien University
Taipei, Taiwan