



# Adam Lin

## Product/Interaction Designer

 adaml-design.com  
 www.linkedin.com/in/adamandl/  
 adamvawesome@gmail.com  
 604-369-6656

### EXPERIENCE

#### Product Designer / Later

MAR 2022 - OCT 2023, HYBRID - VANCOUVER

- Optimized onboarding and led growth projects in collaboration with product managers, designers, developers, and QA.
- Evaluated, facilitated, & coordinated design/dev decisions & refining specs.
- Designed and developed design library: CSS, and Figma UI components.

**Projects:** Product Onboarding, Growth Design, Design System, Mobile Web UI Dev

#### UX/UI Designer (Contract) / CodeCast

OCT 2020 - FEB 2022, REMOTE - VANCOUVER

- Led design initiatives for CodeCast, a developer-centric Twitch.
- Designed the applications and conducted user testing for them.
- Designed the marketing site, and established the brand identity.

**Projects:** Web Media Player & Platform, Recording/Capturing App, Branding, Marketing Sites

#### Product Designer (Contract) / CCI Learning

AUG 2019 - APR 2020, HYBRID - LANGLEY

- Worked with the manager and educational instructor, and designed the online learning platform, in web and mobile applications.
- Worked in an agile sprint environment for the development cycle in a team.

**Projects:** Online Learning Platform, CMS UX/UI Designs

#### UI Designer / Flight Centre Canada

FEB 2019 - JUN 2019, VANCOUVER

- Designed and implemented flows, landing pages, and email newsletters for the travel E-commerce.
- Established and set the groundwork for the E-commerce design system.

**Projects:** Design System, Travel E-commerce UX/UI Design & Flows

#### UI Designer (Contract) / NGX Interactive

SEP 2018 - JAN 2019, VANCOUVER

- Collaborated with the creative team to transform the client's vision into an engaging interactive exhibition with a focus on storytelling.

**Projects:** City of Delta, Boundary Bay Airport - Interactive Exhibit

#### UI Designer & Front-End Developer / LoginRadius

JUN 2016 - JUN 2018, VANCOUVER

- Designed and developed the marketing sites and Identity Access Management (IAM) product features.
- Led the design initiatives for LoginRadius, and supported the design needs across the internal teams: Product, Engineering, Customer Success, Sales and Marketing.

**Projects:** IAM Web app & Marketing Sites Design/Devs, Graphic & Communication Designs

### SKILLS

#### Products

User Story/Product Flow  
End-to-end Product Design  
Planning, Research + Strategy  
System Thinking  
Wireframing + Prototyping  
Usability Testing

#### Design

Design Systems: Pattern Library  
Zeroheight/Zeplin  
Brand/Style Guide  
Graphic/Visual/Illustration  
Figma/Sketch  
Adobe CC (Ai, Ps, Id, Xd, Ae)  
Accessibility  
3D Modelling (basic)

#### Development

Responsiveness/Adaptive Web  
Front-end Design  
HTML + CSS, Javascript  
Preprocessor (Jade, SASS, Stylus)  
BEM, SMACSS, Atomic Design  
Bootstrap/Material Design/Tailwindcss

#### Toolkit

ChatGPT, Generative AI, Notion, Google Workspace, Jira, Asana, Webflow

### EDUCATION

#### Simon Fraser University

Interactive Art + Technology: Design & Media Art Major | Digital Publishing Minor  
2010 - 2016, Vancouver

#### Lighthouse Labs

Introduction to Web Development,  
Part-time Certificate  
2021, Vancouver

#### BrainStation

UI & UX Design, Part-time Certificate  
2017 - 2018, Vancouver

#### BCIT

Web Technology - Associate  
Certificate (classes taken)