

Lynn Shen

UX/UI Designer

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EXPERIENCE

ValidMind, United States — *UX UI Design Intern*

May 2023 - August, 2023

ValidMind - AI-powered SaaS Fintech startup automating risk management

- Led the end-to-end redesign of Validmind.com, guiding the site development with a high-fidelity interactive prototype, and driving a 200% increase in monthly online viewers post-launch.
- Conducted competitive analysis of 35+ websites to identify industry trends, refine the company's unique selling points, and differentiate its visual style strategy.
- Developed a style guide covering typography, color scheme, spacing, and UI components through the creation of mood boards and wireframes to ensure consistency in design implementation.

JUDOT Brands Co.Ltd, China — *UI Design Intern*

March 2021 - May 2021

JUDOT - Medium-sized e-commerce company with 10+ sub-brands

- Redesigned the online shopping experience by aligning product dimension display with shopper's mental models, significantly improving the checkout rate.
- Conducted heuristic evaluation with a focus on navigation accessibility, identified all problematic areas, and addressed them in partnering with the engineering team.
- Designed icons, brochures, and product pages to establish a distinctive brand identity, and improve brand recognition among customers.

PROJECTS

CodeSpec — *Usability Evaluation*

Codespec - CS language learning platform for institutional use

- Planned and executed mixed-method research projects, including journey mapping, deep-dive interviews, surveys, comparative evaluation, heuristic evaluation, and usability tests, uncovering users' motivation and usability issues of Codespec.
- Authored 5 UX reports, including 18 actionable recommendations that directly influenced subsequent product iterations and enhancements.

Athena Special Events — *UX Consulting*

Athena Special Events - Self-run local Greek orthodox business

- Managed a 5-person cross-functional team, reorganized the collaboration process to improve team productivity, and ensured timely completion of all deliverables within a 7-week sprint.
- Implemented a customized site design and inventory management for the website. Highlighted the business' unique selling points to better resonate with its target users, and driving its online monthly sales by 2x.

EDUCATION

University of Michigan

April 2024, Ann Arbor MI

MS in Information

UX Research and Design (HCI)

GPA: 3.91

Pratt Institute

May 2022, Brooklyn NY

BFA in Graphic Design

GPA: 3.85

With Highest Honors

SKILLS

User Research, User Flow, Usability Testing, Task Analysis, Interview, Survey, Persona, Storyboard, Wireframe, Sitemap, Lo/Hi-fidelity Prototype, Responsive design, Human-Centered Design, UI Design, Graphic Design, Product Design, Information Architecture, Interaction Design

DESIGN TOOLS

Figma, Adobe XD, Photoshop, Illustrator, InDesign, Premiere, After Effects, Sketch

PROGRAMMING

HTML/CSS, Python, JavaScript

CERTIFICATIONS

Accenture North America Product Design virtual experience program on Forage — March 2024

LANGUAGES

English, Chinese