

Lina Lin

Product Designer · UX Designer

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SUMMARY

Product designer with 2 years across AI, EdTech, and B2B SaaS, shipping onboarding, recommendation, growth, and monetization experiences for platforms serving 10,000+ users and 100+ businesses. Strength in user research, interaction design, and designing for AI trust and explainability — with measurable impact for users and the business.

EDUCATION

New York University — B.S. Media, Culture & Communication (STEM) · GPA 3.87 Expected Jan 2027

Stanford University — Certificate, UI/UX Design for AI Products Aug 2025 – Oct 2025

EXPERIENCE

[Pokebot.ai](#) — *Product Design & GTM Intern* June 2026 – Present

Career-tech platform for technical-interview prep and recruiting; 3,000+ users across SWE, AI, data, and quant tracks.

- **Designed** landing, pricing, onboarding, and AI resume-analysis flows for a platform serving 3,000+ registered users.
- **Built** social-proof and premium-service experiences; prototype testing showed +29% signup intent and +24% premium engagement.
- **Restructured** onboarding and explainable-AI interactions, cutting completion time 27% and lifting onboarding success from 72% to 93%.

[Idensia](#) — *Product Designer* June 2026 – Present

B2B SaaS for investor-ready brand “Passports” used in fundraising, leasing, and partnerships; 100+ growth-stage brands.

- **Designed** onboarding and Brand Passport that help brands signal credibility to landlords, investors, and partners.
- **Rebuilt** information architecture and profile-building flows, raising prototype completion from 43% to 87%.
- **Cut** time-to-publish 58% and improved stakeholder comprehension 46% through a redesigned content hierarchy.

[Go Valley](#) — *Product Designer* Mar 2026 – May 2026

AI career-planning platform for 8,000+ students: mentorship, recommendations, and application tracking.

- **Led** end-to-end design across onboarding, recommendations, application management, and progress tracking.
- **Redesigned** the resume-upload and AI-analysis flow; usability testing (n=18) raised task completion from 68% to 94% and cut drop-off 31%.
- **Introduced** explainable recommendations and confidence indicators, lifting trust scores 37% and adoption intent from 61% to 85% (4.7/5 CSAT).

[AI Hearing Aid · Stanford UI/UX for AI Products Capstone](#) — *Product Designer* Aug 2025 – Oct 2025

- **Designed** an AI hearing-aid concept delivering contextual phrase suggestions for users with speech-recall difficulty.
- **Built** mixed-initiative interactions balancing automation and user control; evaluated privacy, accessibility, and algorithmic fairness.

[NYU MCC Media Lab](#) — *Researcher* Mar 2025 – May 2025

- **Ran** qualitative interviews and behavioral studies across digital communities; synthesized findings into research and story-driven web experiences.

[REDnote & Instagram \(MCN\)](#) — *Content Strategist & Creator* Sep 2024 – Present

- **Produced** 100+ NYC food and lifestyle posts driving 39.5K+ likes/saves; used engagement analytics to sharpen format and conversion.

SKILLS

Design Figma, Figma make, prototyping, interaction design, IA, user flows, design systems, visual design, developer handoff

Research User interviews, usability testing, A/B testing, personas, journey mapping, competitive analysis

Collaboration Jira, Agile / Kanban, PRDs, cross-functional collaboration, staging review

Technical & Tools HTML/CSS, Google Analytics, SPSS, R, Stata, Photoshop, Premiere Pro, Canva, Notion, Cursor, VSCode
ChatGPT / Codex / Claude / Gemini

LEADERSHIP & ACTIVITIES

NYU UX Design Club (Core Member) · NYU Marketing Society (Core Member) · TECH WEEK by a16z (Event Coordinator)