

# Yidi Lin

Product Designer/UX Designer/UX Researcher

Portfolio: [www.yididesigns.com](http://www.yididesigns.com)

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## EDUCATION

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### University of Michigan

Ann Arbor, MI | 2023.09 - Present

- M.S. in Information Science, User Experience Design | GPA: 3.96/4.00

### Boston University

Boston, MA | 2020.05 - 2022.08

- B.S. in Advertising, Minor in Business Administration and Management | GPA: 3.91/4.00

## UX PROJECTS

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### General Motors | User Experience Designer

Ann Arbor, MI | Jan 2024-May 2024

- Research and identify the need for electric vehicles in the mass market and provide design solutions to each consumer's needs.
- Led the design of the interaction design for GM's mass-market vehicles to refine the usability of the central control user experience and improve driving safety while interacting with the controlling system.

### Urban Electronics | UX Researcher

Ann Arbor, MI | Jan 2024-May 2024

- Identifying the research goal the company needed was clarifying the users and increasing the retention rate of the game Tontachi.
- Designed and executed a comprehensive research plan combining qualitative and quantitative research.
- Leverage networks of the University of Michigan and the in-game rewards to conduct interviews, surveys, competitor analysis, heuristic evaluation, focus groups, and usability tests with zero cost.
- Generated key-finding reports that provide 20+ recommendations for Tontachi AR game optimizations.

### Memory+ | Product Designer

Ann Arbor, MI | Sep 2023-May 2024

- Design Lead at Memory+, collaborating with PM, SWEs, BA, and designers to conceptualize and design a system that potentially helps 134,000 Alzheimer's patients live independently with maximized safety, using pervasive computing technologies and IoT sensors.
- Won the innovation award in the Business + Tech Innovation Jam Competition at Michigan University.

### UM Medical Center | User Experience Designer

Ann Arbor, MI | Sep 2023-May 2024

- Led the design of an FLS (fundamentals of laparoscopic surgery) training system to help medical trainees practice FLS efficiently and increase the pass rate in the FLS test.
- Won the first prize at the 2024 UM Exposition and got sponsored to help 70+ medical students per year.

### Band Orange Ocean | User Experience Designer

Boston, MA | Summer 2022

- Built a website for the band Orange Ocean using HTML, CSS, and Javascript based on Research.
- Created ads, posters, and album covers for the website and repositioned the band's branding to match fans' expectations and needs.

## PROFESSIONAL EXPERIENCE

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### WuKong Media | Media Editor

Boston, MA | 2023.01-2023.06

- Design content for WeChat, RED, Instagram, and TikTok accounts (> 200K total followers) to increase audiences' interaction rate, click-through rate, etc.
- Coded a web crawler with Python to mine accounts' data and built a linear regression model to analyze the impact of the genre, posting time, and audience demographics to optimize the content design.

### ChinaPro Marketing Partners | Marketing Designer

Chicago, Illinois | 2022.10 -2022.12

- Led market research among students in Boston through interviews and focus groups and generated reports that helped the company spot the users' needs and prepare the new campaign designs.
- Designed campaigns for marketing events with traditional Chinese aesthetics to help the client establish a unique positioning among the competitors.

### O9 Solutions, Inc. | Marketing Intern

Dallas, Texas | 2021.02 - 2021.10

- Defined content strategy for O9 Solutions to enter the new market; designed video commercials, brochures, and flyers that generated 10+ major opportunities and helped to land a major \$2M+ account.
- Led the localized content of the company's Chinese website and built O9's WeChat community, increasing brand presence with over 10K followers within the first months.

## SKILLS

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**Skills:** Interaction Design, Visual Design, Digital Prototyping, Physical Prototyping, Pervasive Computing

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Design, Web Development, AR/VR Design, User Interview, User Research, Research Analysis, Product Strategy, Content Strategy, Campaign Design, Product Management

**Tools:** Figma, Adobe CC (Ae, Ai, Ps), Sketch, InVisio, Principle, Bezi(AR/VR), Unity, Python, HTML, CSS, JavaScript, Arduino Sketch, Particle Photon (IoT prototyping), GitHub, Google Analytics, Google Trends, Qualtrics