

Peipei Lin

Interaction Designer

UI/UX design Innovation design
VR/AR design Rapid prototyping

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EDUCATION

University of California, Berkeley

Jan.2021 – May.2022 | Berkeley, CA
Master of design, in the field of Engineering and Design Innovation

ArtCenter College of Design

Sep.2015 – Apr.2020 | Pasadena, CA
Bachelor of Science in Interaction design and a Minor in Designmatter for Social Innovation

SKILLS

Tools

Adobe Creative Suite, Framer, Figma, Sketch, Principle, Unreal engine, Unity

Rapid Prototyping

Html5 & CSS3, Arduino, SolidWorks, Maya

Languages

English: Proficient; Chinese (mandarin): Native

HONORS

Google HTS CE Demo days | Finalists

'Auto QA', 2021

San Francisco Design Week | Winner

Social impact category, 'Prana', 2021

Big Ideas | Finalists

'Prana', 2021

Jacobs Institute Innovation Catalysts | Winner

'Prana', 2021

ArtCenter College of Design Provost's List (GPA 3.80+)

Spring 2016 – Spring 2020

Showcased in the ArtCenter Gallery

'Iota' (Body Tracking, 2018)

EXPERIENCE

Google | UX design Intern

Google Ads, High Touch Support Team

Jun.2021 – Aug.2021 | Remote, USA

Redesigned the Connect Cases: Resolution experience, used by 30k Google support agents to discover and consume help knowledge and workflows. Completed the heuristic evaluation and shadow sessions with the customer to triangulate top pain points of the existing system. Collaborated closely with the UX researcher and UX engineer and worked independently to conduct three user testing sessions with customers. The final solution was shown in review with the customers, peers, and engineering partners and was appended into the feature pipeline to be delivered in Late 2021-Early 2022.

Prana | UX design Lead

Jan.2021 – Sep.2021 | Berkeley, CA

Innovated a new type of ventilator's digital dashboard that can support four patients using one device simultaneously. Considered accessibility, usability, and inclusion; conducted testing and explored the balance between physical buttons and digital touch screens for users.

Tencent Games | UX design Intern

Lightspeed & Quantum Studio Group

Apr.2018 – Sep.2018 | Shenzhen, China

Revised the GUI and developed a new user flow for the game 'Huaxia' on the basis of feedback from users. The revised version attracted 1k 4-5 star reviews from dedicated gamers, and improved ratings by 5% across the Apple store. Got involved in the early-stage design and development of the game 'The King's Avatar', working on user flow, UX, and early UI design. The GUI design of the Battle mode to which I contributed has been adopted for the final design.

Duke Kunshan University | UX design Lead

Innovation and Entrepreneurship Center

Apr.2020 – Aug.2020 | Remote

Redesigned their official website. Initiated and conducted oversight on the design of user flow, information architecture, infographics, and new features for integration into the system of the center. Collaborated with a team made up of researchers and engineers. The launched website played a crucial role in building a more impressive brand image and stimulated more interest in learning about the program. The center manager expressed satisfaction with the result.

Wingsing Animation | UX & UI design Intern

Aug.2020 – Nov.2020 | Remote

Designed a management tool intended to support internal communication. Revamped the information architecture and the logo of application, in addition to optimizing the UI for improved compatibility with the Windows system. Conducted user research, and performed usability test for each version. The new design received positive feedback from many users. Collaborated with a product designer and multiple engineers. Targeted at those international animation companies, the software is due to be launched in the coming year.

OCT Vision Inc. | Product design Intern

Apr.2016 – Sep.2016 | Shenzhen, China

Supported the team in the development of products for the new theme park. Worked out design for products such as toys using Maya to carry out solid modeling. The products have been produced and put into service in their theme park, 'Happy Valley,' in China.

SPONSORED PROJECT

International Flavors & Fragrances (IFF) | Marketing Analyst

Jan.2021 – May.2021 | School lab

Performed customer discovery for current toy benchmarking and sustainable material proposition market segmentation. Detected the trend of market and performance of competitors, decided the target market, proposed prototypes for sales strategy that gathered more than 1060 responses, and developed a business recommendation roll-out plan.

Sentient Research Sponsored Studio | UX & UI designer

Jan.2019 – Apr.2019 | ArtCenter

Our team created an app named 'YUP,' which is a platform designed to help young parents cope with isolation and get rid of stigma by providing them with informational content and resources required to empower pregnant females and young parents. The app has been trialed among younger-generation parents in the U.S. and met with favorable reviews. In this process, my role was related to user research, user interview, user testing, UX design, UI design, and prototyping.

Cedars-Sinar Sponsored Studio | UX & UI designer

Jan.2019 – Apr.2019 | ArtCenter

Our team targeted children from the 4th to 8th grade and delivered a habit-building game system designed for children drawn to the digital world, encouraging them to be physically active outside. My role was related mainly to user research, UX design, UI design, and prototyping.