Lina Lin

Portfolio linalin.works

PRODUCT DESIGNER | Consumer · B2B SaaS · AI Products | Financial Services · FinTech · EdTech

WORK EXPERIENCE

Beryl Consulting Group — UI/UX Design Intern

New York, NY · Aug – Oct 2026

Pre-launch financial education platform *for Beryl, an investment firm advising on* ***~$500M.***

- Rebuilt AI-generated HTML mockups into a **Figma design system** (40+ components, tokens) following **WCAG 2.2 AA**; identified 7 logic gaps and 24 missing UI states before build.
- Led design of the **core learning flow** (32 responsive screens) with engineering; regrouped 80+ lessons into a **3-level IA**, raising tree-test success from 57% to 87% (n=30).
- Ran 2 rounds of moderated **usability tests** (6 users × 4 tasks); fixing the top 9 issues raised task success from 67% to 92% and SUS from 68 to 81.
- Wrote a 28-section **handoff spec** with user stories and acceptance criteria, and reviewed every sprint build, catching 18 UI fidelity issues pre-launch.

PokeBot.ai — Product Design & GTM Intern

New York, NY · Jun – Jul 2026

Gamified consumer AI career web app *for SWE, AI/ML, quant, and finance job seekers.*

- Simplified the **paywall** to 2 plans and cut **onboarding** from 7 to 4 steps based on **funnel drop-off**; paywall conversion rose from 9% to 14%, sign-up completion from 38% to 48%.
- Designed **explainable AI recommendations** (match reasons, skill gaps, confidence) and prototyped them in **Claude**; CTR rose from 12% to 18% in an A/B test.
- Shipped **gamified engagement loops** (streaks, weekly goals) across 18 responsive screens and 4 flows; 3 weeks after launch, 34% of weekly active users held a 3+ day streak.
- Created on-brand **visual and motion content** for **short-video campaigns** on RedNote, Instagram, and LinkedIn, contributing to 120+ new sign-ups and 1K+ followers.

Idensia — Product Design Intern

Jersey City, NJ · Mar – May 2026

B2B AI SaaS *matching* ***2,000+ NYC local brand profiles*** *with retailers, creators & press.*

- Co-designed the **Brand Passport** builder (16 screens) with the founder, PM, and engineers, adding **AI auto-fill**; match-ready profiles rose from 55% to 82%.
- Designed **match explanations** and a "not a fit" **feedback loop** for AI recommendations; intro acceptance rose from 21% to 34% across 48 pilot brands.
- Redesigned the early-access **landing page** (8 modules) and **A/B-tested** it against the original; demo requests rose from 2.6% to 3.8%.
- Interviewed 12 brand owners and audited 100+ profiles against the match model's inputs; removing 10 unused **required fields** (25 to 15) cut setup time from 40 to 31 min.

PROJECTS

AI Mentor Hub — Stanford UI/UX Design for AI Products

Aug – Oct 2025

Vibe-coded an explainable AI career planner in **Figma Make** with adjustable inputs; in a within-subject study (n=8), trust averaged 4.3/5 vs. 3.1/5 for a black-box version.

The Uncommons — Researcher, NYU MCC Media Lab

Mar – May 2025

Ran **contextual inquiry** and player and staff **interviews** at Manhattan's first **board-game café** on **player motivations** and **safe, shared play**; owners piloted 3 of 5 design recommendations.

CONTACT

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EDUCATION

New York University

B.S. Media, Culture & Communication (STEM-designated) · Minor in Web Programming & Applications

GPA 3.87 · **Expected May 2027**

Open to internships immediately
Available full-time: June 2027

Stanford University

School of Engineering · UI/UX Design for AI Products Certificate · Fall 2025

SKILLS

Design: End-to-end product design (Consumer/B2B), interaction & UI, visual & motion design, branding, user flows, information architecture, prototyping, design systems, web & mobile (iOS/Android), accessibility, UX storytelling, handoff & QA

AI: Trustworthy & explainable AI UX, vibe coding & AI prototyping

Research: User interviews, contextual inquiry, usability & A/B testing, surveys, product analytics

TOOLS

Design: Figma, ProtoPie, Adobe Creative Cloud (Ps, Ai, Pr, Ae)

AI & Prototyping: Figma Make, Cursor, Claude Code, ChatGPT, Codex

Code & Data: HTML/CSS, JavaScript, React, p5.js, Python, SQL, R, SPSS, Mixpanel, Google Analytics 4

Workflow: Jira, Confluence, Storybook, Miro, Notion

LANGUAGES

English · Mandarin

ACTIVITIES

NYU UX Design Club, Core Member
NYU Marketing Society, Member
a16z Tech Week, Event Coordinator