Wei-Wei Lin

see my portfolio at **weiwei.design**
email me at **weiweilin.designs@gmail.com**

Experience

Unity Technologies
Senior Product Designer   September 2020 – Present

Lead framework initiative for aligning UX inconsistency across Unity's flagship product, Unity Editor, working with a community of 30+ designers and 10+ development teams to serve 1.5 million users.

Manage & execute framework requests and process, collaborating with small teams of designers and developers. Design workshops for problem discovery, auditing, and synthesis. Lead design iteration and review.

Align with multiple cross-functional development teams and PMs to scope and plan implementation of designs that reach across multiple product areas.

Lead and execute user research efforts for the Design System, applying research insights to product iteration and team processes.

Element AI
Product & Visual Designer   April 2018 – April 2020

Visual UI & UX design and prototyping to bring cutting-edge AI developer tools AI Toolkit & Data Labeller to market, as well as retail-focused task-optimization product Task Orchestrator. Web design for corporate website. Visual storytelling and communication in marketing & sales collateral. Visual design team resource & workflow management.

Students' Society of McGill University
Visual Designer   July 2016 – April 2018

Web design, branding, social media, and print graphics including rebrands of both the student-run cafe and on-campus bar.

Education

McGill University
Bachelor of Arts & Science   Class of 2017
Cognitive Science –Neuroscience & Psychology

Tool Stack

UX Design & Research

- Figma
- Sketch
- Invision
- Webflow
- Adobe CC

- Quantitative research
  Google Analytics, Qualtrics

- Qualitative research
  User interviews, user surveys, co-design workshops, card-sorting exercises

Frontend Development

- HTML
- CSS
- Jekyll
- Git