

Work experience

Senior product designer

Franklin Energy, San Francisco, CA • Sept. 2019 – Present

- Design customer engagement products for clients and their customers.
- Develop product templates, style guides, and grid systems for quick customization.
- Design the functionality of websites, e-commerce sites, and customer engagement tools to ensure an intuitive user experience while leveraging user testing and analytics data.

Art supervisor

Juice Pharma Worldwide, San Francisco, CA • Jun. 2019 – Aug. 2019

- Designed wireframes for mobile and desktop.
- Created interactive prototype with the use of Sketch and Principle.

Senior visual designer

Hear.com, San Francisco, CA • Sept. 2018 – Apr. 2019

- Took charge of brainstorming, testing, wireframing, and prototyping the new hear.com website.
- Masterminded the design and development of the successful founder's story campaign with 20% more efficient advertisement and appointments.
- Played an integral role in developing and testing creative assets to drive performance for display, paid social, native, affiliate, email, LP, and website.

Graphic designer

KIXEYE, San Francisco, CA • Mar. 2013 – Aug. 2018

- Managed the successful design, development, and launch of the WCRA website.
- Leveraged excellent skills to design and develop KIXEYE marketing assets, including banner ads, mobile ads, landing pages, and email newsletters.
- Designed and created a variety of game websites with the use of grid and CMS.
- Executed the integration of design projects across online and offline outputs and developed video and banners for various social sites.

Creative services manager

Changyou (us) Inc, Santa Clara, CA • Oct. 2009 – Mar. 2013

- Managed the successful design and development of brand identity, websites, ad banners, promotional video, and landing pages.
- Built, led, mentored, and uplifted the knowledge of the marketing design team, which consisted of video artists, web developers, and web designers.

Flash designer

Perfect World Entertainment, Redwood Shore, CA • Nov. 2008 – Oct. 2009

- Handled the design and development of the flowchart, wireframe, and visual for websites.
- Delivered excellent results in creating interactive ad banners and Flash components for the marketing campaign.

Flash web designer

GoFish, San Francisco, CA • Aug. 2008 – Oct. 2008

- Maintained responsibility for a corporation sales campaign, promotional microsite, email, and development of the Flash game.

Graphic web designer

IMVU, Palo Alto, CA • Jan. 2008 – Jul. 2008

- Designed banners for acquisition programs.
- Designed graphical materials and emails; produced static web pages.
- Ensured effective management of website look-and-feel and user interfaces and components.

Brian Lin

Product designer

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Product design skills

Usability testing

Wireframing

Prototyping

Mobile-first responsive design

Grid system

Marketing design skills

Brand identity

Style guide

Email

Video ad

Display ad

Social channel ad

Landing pages

Programming language

CSS

Tools

Figma

Sketch

Principle

Adobe XD

Photoshop

Illustrator

After Effects

Education

Academy of Art University

MFA, Computer Arts

New media

Washington State University

BA, Fine Art

Electronic imaging