

Passionate about distilling complex challenges into intuitive, user-centered solutions that are as functional as they are beautiful.

## Experience

### Senior Staff UI/UX designer

**Stryker, Menlo Park, CA** • Sept. 2023 – Mar. 2025

- Designed and developed AI-powered medical applications for desktop, web, Vision Pro, and iOS platforms.
- Performed extensive user testing and collected feedback from stakeholders to improve the usability and functionality of medical applications.
- Design, develop, and maintain the design system in Figma.
- Designed applications using rapid prototyping, ensuring all designs resulted in functional prototypes.
- Effectively collaborated with cross-functional teams from various departments to turn conceptual ideas into functional prototypes.

### Senior UX designer

**CareDx, South San Francisco, CA** • May. 2021 – May. 2023

- Defined personas and user journeys to shape AlloCare's user experience.
- Conducted user interviews and usability tests with patients, nurses, and doctors.
- Designed wireframes, design systems, and visual assets for mobile and web.
- Led the launch of the AlloCare iOS app, driving a significant increase in engagement and retention.
- Shipped OttrCellular, a web-based clinical decision support platform.

### Senior product designer

**Franklin Energy, San Francisco, CA** • Sept. 2019 – May. 2021

- Designed white-labeled B2B SaaS platforms, optimizing utility company workflows.
- Developed responsive design systems, including scalable grid frameworks.
- Led usability testing to ensure seamless customer engagement experiences.
- Designed and launched Customer EV Journey & Energy Marketplace.

### Art supervisor

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

- Designed registration flows and interactive prototypes for Neurocrine Biosciences' TalkAboutTD.
- Created high-fidelity visuals and user interfaces for TakeOnTD.

### Senior visual designer

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

- Led wireframing, prototyping, and user testing for the redesigned hear.com website.
- Designed and launched a founder's story campaign, boosting ad efficiency by 20%.
- Created and optimized digital assets for multi-channel campaigns, including display, social, native, email, and landing pages.

### Graphic designer

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

- Designed and developed high-impact marketing assets, including animated ads, banner ads, social media campaigns, landing pages, and email newsletters, to enhance engagement and drive user acquisition.
- Designed and launched multiple high-traffic game websites, including War Commander: Rogue Assault, to enhance user engagement, drive marketing efforts, and optimize player acquisition.

# Brian Lin

Product Designer

**Portfolio** <https://brianlinstudio.com/>

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## Core UX/UI Design Skills

Persona Development  
User Journey Mapping  
Usability Testing  
Wireframing  
Design Thinking  
Rapid Prototyping  
Interaction Design

## UI & Visual Design Skills

UI/Visual Design  
Design Systems  
Component Libraries  
Typography & Layout  
Responsive Design

## Technical Skills & Platforms

iOS, Web, XR, and macOS Design  
Figma & FigJam  
Adobe Creative Suite  
Front-End Collaboration  
Cross-Platform Design

## Strategic Thinking

User-Centered Design  
Agile & Lean UX  
Cross-Functional Collaboration  
Creative Ideation & Innovation

## Certification

[Start the UX Design Process: Empathize, Define, and Ideate from Google](#)

## Education

Academy of Art University  
MFA, Computer Arts - New Media

Washington State University  
BA, Fine Art