

Hao Lin

Full Stack Lead Product Designer

EXPERIENCE

Senior UX/UI Designer

Paramount / New York / Mar 2023- Feb 2024

- Led the comprehensive redesign of Noggin.com, collaborating with cross-functional teams including Marketing, Learning, Development, and external vendors to formulate and execute an optimized content and growth strategy, and elevate user experience across all devices.
- Led the user-centered and data-driven UX process with continuous user research, testing, and design iterations. Led AB testing designs to drive growth. Enhanced the Noggin web design system and design guidelines.

Lead Product Designer

Barnes & Noble Education / New York / Sep 2021- Dec 2022

- Led end-to-end product design for bartleby Learn area to drive business growth and user retention. Worked closely with cross-functional teams to successfully launch multiple Learn features, including Student Home, Practice Pack, and Micro Explainers.
- Led UX research and user testing on various projects. Collaborated with UX researchers to conduct extensive user surveys and develop high-level user personas and journey maps for all bartleby product areas. Collaborated with the creative director and design system lead to revamp bartleby design system, ensuring consistency and coherence in design.

Lead Product Designer

Betta Design Lab / New York / May 2018 - Sep 2021

- Provided comprehensive product design services to various companies and startups, including market research, user research, and development of user flow charts, affinity maps, site maps, style guides, low/high-fidelity mockups, and clickable prototypes tailored to project requirements.
- Delivered marketing design services to boost product awareness, enhance brand image, improve user engagement, and drive growth.

Senior Digital Designer

IAC Applications / New York / May 2010 - Apr 2018

- Led UX/UI design of multiple successful IACA web products with cross-functional teams. Contributed to the design and development of the highly complex internal design and marketing analytics platform.
- Led landing page and social media ads design for numerous IACA products to drive business growth through a data-centered approach.

Web Designer

Nickelodeon / New York / Oct 2007 - Mar 2010

- Designed numerous highly engaging Nickelodeon web pages, flash animation, and marketing materials. Worked on Nick.com redesign and managed the new UI component library.

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SKILLS

- Omnichannel Design
- Accessible Design
- Competitive Analysis
- User Survey & Interview
- User Persona & User Journey Mapping
- Low, Medium & High Fidelity Wireframing
- Clickable Prototyping
- Usability Testing
- Design System
- Design Workshop
- Marketing Design
- A/B & Multivariate Testing
- Motion Design

TOOLS

- Adobe Creative Suite
- Figma/Sketch/Invision
- Figjam/Miro
- UserTesting/Hotjar/Typeform
- HTML/CSS

EDUCATION

MS / Immersive Media and Game Design

Indiana University Bloomington
2005-2007

MA / Visual Communication
Tongji University, China
2003-2005

LANGUAGES

English (Fluent)
Chinese (Native)