

Andrew Lin

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Designer with a penchant for intuitive designs and features that delight users. Seeking to share a keen eye for pattern identification with a collaborative, curious team and to learn with other professionals.

DEVELOPMENT AND SKILLS

➤ Software

- Figma
- Adobe XD
- R

➤ Skills

- Wireframes
- Prototypes
- Mockups
- Journey Maps
- Storyboards
- Responsive Design
- Information Architecture
- User Research
- Video Editing

➤ Spoken Language

- English
- Chinese
- Japanese

➤ Hobbies

- Table tennis
- Board games
- Video games
- Meditation
- Barre

EDUCATION

Google UX Design

Professional Certificate - 2022

B.A. Psychology - University
of California, Berkeley 2015

EXPERIENCE

Project - “Emotionle”

2022

Created as part of the Google UX Design Professional Certificate

- “Emotionle,” designed in Figma, is a daily emotion check-in app for teenagers
- Aims to improve mental health and performance by teaching emotion regulation skills
- Identified the need for non-verbal forms of expression by conducting usability studies

Game Designer

2016–2018

PositionMatters – BlindOak Prow, digital collectible card game

- Analyzed playtest data, user behavior, and user feedback to iterate on game elements
- Advocated for new players by designing the tutorial with their perspective in mind
- Increased engagement with and reduced information overload in the tutorial by identifying necessary teaching moments, determining the pacing of introducing new mechanics, and varying the degree of freedom players have to make decisions

Co-Director of Development, Game Designer

2013–2017

Lixivium Games – Laboratory Mayhem, physical card game

- Co-founded a startup to design a game targeting the weaknesses found from a competitive audit
- Reconciled core mechanics with player expectations of the endgame experience by redesigning victory conditions
- Raised over \$13,000 for a successful Kickstarter; grew a playerbase by extensively demoing the game at conventions and stores
- Balanced game elements based on insights from hundreds of playtests worth of data
- Met product goals by communicating with team members and determining problematic card interactions and its effects on future design space, followed by articulating the tradeoffs and risks of potential solutions
- Improved user retention rates by developing “duel decks,” an introductory product for new players; redesigned the duel decks upon identifying a monotonous play pattern

OTHER EXPERIENCE

Private Tutor

2021–present

- Empowered students by tailoring lessons to accommodate their specific learning style

Server, Host, Barista

2018–2020

Victory Point Cafe - a board game cafe

- Recommended games to clients by intuiting their needs from brief interactions
- Streamlined cafe operations through clear communication and organization