Elma Lin

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Senior UI/UX Designer

Self-motivated professional with 15+ years of experience designing creative and engaging UI/UX designs with solid communication, leadership, and organizational skills. Complemented by substantial expertise in leading research, design, implementation, and administration of user experiences for high-profile e-commerce and B2B digital products. Demonstrated success in conducting user research, testing, and analysis to inform design decisions and improve overall product usability and experiences. Adept at supporting all development and testing projects from inception to successful completion while adhering to defined constraints and specifications. Utilizing industry-standard design tools, I am proficient in creating wireframes, prototypes (lo-fi, mid-fi, and hi-fi), and global ecosystem design guidelines and languages for multi-device platforms.

Technical Proficiencies

Figma | Sketch | Adobe Creative Suite | Axure | UXPin | InVision | HTML5 | CSS3 | Mobile-first Design | Response Web | Requirements Definition | UI UX design Design & Research | Human-Computer Interaction Principles | Storyboards | Process Flows | Wireframes | Low to High Fidelity Prototyping | Persona Creation | Data & User-flow Modeling

Career Experience

Family Time   2020 to Present

Took a career time off due to COVID - spent two years in Taiwan enjoying and appreciating time with close family and friends; returned to the US in October 2022.

Nodus Technologies - Division of EVO Payments, Anaheim, CA   2017 to 2020
Senior UX/UI Designer

Managed UI/UX design for B2B cloud-based payment processing platforms, such as PayFabric, PayLink, ePay, and merchant portal. Reviewed validation of documents and performed risk assessments for products, including requirements gathering, design specifications, testing, and introduction of web-based architectures. Translated user behavior into media structure, crafted interactive experiences, produced workflow diagrams, and developed other production materials.

- **Redesigned PayFabric Cloud-based application into a cross-platform ecosystem** to accurately analyze/synthesize information for supporting decisions and creating a cloud-based payment processing platform solution, generating 35% sales revenue in 2019.

- **Collaborated with the Product Manager in Agile and SCRUM environments** and participated in various scrum meetings with the development team in China.

- **Optimized technical design and development cycle productivity** for teams by developing interactive prototypes (lo-fi, mid-fi, and hi-fi) and establishing a global ecosystem style guide/pattern library.

- **Served as Lead in conducting research** by utilizing Google Scholar, Microsoft Academic, Baidu Scholar, Nielson Norman Group, and more to identify the latest UI/UX research and surface opportunities for the platform.

Zobrist Software Group, Inc., Woodland Hills, CA   2006 to 2019
Information Architect

Ensured alignment of design and development efforts with best practices in user insights, analytics, and competitor analyses by organizing information into site maps, wireframes, specifications, mockups, style guides, user shop flows, and prototypes. Delivered operational and technical support for e-commerce and B2B market spaces. Oversaw complete software development lifecycle (SDLC), including requirements gathering, design specification, testing, and implementation of production environments.

- **Created a mobile-first platform for multi-brand e-commerce websites based on IBM WebSphere Commerce and developed functional specifications** containing detailed information for front- and back-end developers and site managers to apprehend the scope and features of new Web platforms. Key projects include:
  - LEE.COM – UI UX Design Implementation
  - WRANGLER.COM – UI UX Design Implementation

- JANSPORT.COM – UI UX Design Implementation
- TIMBERLAND.COM – Information Architect & UI UX Design Implementation
- THE NORTH FACE – Information Architect & UI UX Visual-Technology Analysis
- VANS INC. (shop.vans.com) – Information Architect / UI UX Design & front-end Development
- LAHUB.COM – UI UX Design & front-end Implementation
- BISHOP CO – Information Architect, front-end Development, Marketing in social media (Case Study by IBM)

- **Produced UX UI design and led cross-functional teams** executed projects within defined specifications based on IBM WebSphere Portal software; Key products include:

  - CITIZEN WATCH (Portal - Intranet) – Information Architect & front-end Development
  - PHARMAVITE (Employ Portal - Intranet) – Front-end Implementation
  - CITIZEN WATCH – Information Architect & Front-end Implementation
  - CROWELL WEEDON (B2B) – Information Architect

- **Redesigned Smart Merchandiser into an award-winning e-commerce solution** for digital merchant managers in managing online stores by combining the intelligence of web/social analytics with ease of visual inventory management system, improving website layouts, enhancing customer experiences, and driving a 30% increase in productivity.

  - Awards from IBM:
    - IBM IMPACT Best of Show Award
    - IBM Beacon Award for "Best Industry Solution for Retail"

- **Created a brand image from the ground up for the ZOBRIST CUBE.** Effectively communicate conceptual ideas, design rationale, and the specifics of the user-centered design with the client to design from the brand image, responsive website, and mobile game app to the magazine ad designs. The result delivered visionary digital and graphical concepts in the industry and created delightful customer experiences supporting strategic business objectives.

- **Led effectively and collaborated with cross-functional industrial designers, engineers, developers, and product management teams** to create innovative solutions that meet user needs and critical business objectives.

- **Administered development progress** throughout all sprints to execute the project within defined scope and budget constraints.

- **Maintained effective communication** with customers to gain approval on requirements for software development initiatives.

Education

Bachelor of Science in Information Management and Technology
SYRACUSE UNIVERSITY, Syracuse, NY

Associate of Applied Science in Information Technology
SEATTLE CENTRAL COLLEGE, Seattle, WA

Certificate of Achievement in Information Technology & Web Design
SEATTLE CENTRAL COLLEGE, Seattle, WA

Certificate in General Business Studies with Concentration in Marketing
THE UNIVERSITY OF CALIFORNIA, Los Angeles, CA

Professional Training

Shop.org Annual Summit – Community of Online and Multi-Channel Retailers
WITI's Women and Technology Summit Conference
WebSphere Commerce V6 Business Partner Hands-On Training for Developers

Languages

English and Mandarin – Fluent