



Sophie Lin

Sr. Product Designer

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EDUCATION

California State University, Long Beach

Fall 2007- Fall 2011

BFA in Graphic Design
Minor in Computer Science

Irvine Valley College

Spring 2004 - Spring 2007

AA in Studio Art

SKILLS & COMPETENCIES

User Flows
Wireframing
Prototyping
User Centered Design
User & Market Research
Usability Testing
Team Management
Branding
Iconography

SOFTWARE PROFICIENCY

Sketch, Photoshop, Illustrator, Invision,
HTML/CSS, JIRA, Confluence, Zeplin

HONORS & AWARDS

Nominee for Best App

10th Annual Crunchies Awards, 2017

One Show Pencil Award

Feed New York, 2011

References available upon request

EXPERIENCE

Weedmaps | Sr. Product Designer

September 2015 - Present | Irvine, CA

- As the first design hire on Weedmaps' product design team, I helped lay the foundation of the #1 free medical app and website, and overlook most of the current features across all platforms. Nominated for Best App at the 2017 TechCrunch Crunchies Awards.

- Created user flows, wireframes, and interactive prototypes, and collaborated with Agile engineering teams to deliver and iterate on high-quality, user-centered products.

- Facilitated and led the design of features from ideation to implementation, presented and proposed the strategic solution to stockholders, and partnered with the product design team to validate design with user testing interviews and surveys.

Toastmasters International | Interaction Designer

February 2014 - April 2015 | Rancho Santa Margarita, CA

Responsible for the monthly digital magazine publication on the Toastmasters International App, and led the digital educational program redesign.

Surterre Properties | User Interface Designer

January 2014 - February 2014 | Newport, CA

Completed the redesign of the Surterre Properties App and created all the screens and states needed to ship the product.

Hooky Interactive Inc. | Interaction Designer

March 2012 - January 2014 | Santa Monica, CA

Designer of all trades from creative thinking to all final visual deliverables in this interactive design agency in the entertainment industry for clients including Disney, Sony, Fox Entertainment, and South Park.

Jungle8 Branding | Graphic Designer

September 2007 - February 2008 | Los Angeles, CA

First work experience in all branding elements including corporate identity design, website design, and spacial branding.