

Hanzheng Lin

Product Designer, UX/UI Designer

Experience

CoinDesk Inc. - Product Designer

Sept 2022 - Current - New York, remote

- Led product design of the crypto data page at CoinDesk, driving user engagement and direct traffic to CoinDesk's index business. Identify key opportunities and transform complex business challenges into user-centered solutions, by enhancing data visualization and keeping visual & brand consistency.
- Spearheaded the design of multiple in-house promotion features across CoinDesk's entire site, specifically for Consensus, the largest event of Crypto & Web3 with over 20K+ attendees. Achieved an increase in recirculation traffic by 150%, and conversion by 25% in 6 months.
- Managed the end-to-end lifecycle of the extensive product design for CoinDesk's NFT "Microcosms" sales page. Directed the development of information architecture, crafted visually compelling designs, resulting in a 12% increase in sales over the targeted outcome.
- Advocated and rebuilt a design system into an atomic level, by creating visual style guides, scalable components, cost-efficient page templates. Contributed to enhance brand recognition and increase development consistency and efficiency.

Global Resources & Technology Development Inc. - Product Designer

April 2022 - Sept 2022 - New York

- Led product design in an agile work environment, made product decisions strategically within a start-up team, to develop both user experience design and visual design from the ground up.
- Created hi-fidelity prototypes and established the foundation of visual design patterns for an educational product and its accompanying e-commerce platform.
- Collaborated closely with the development team to contribute with more than 200 screens of product design, spanning from overarching information architecture down to micro-interactions.

BoardX Inc. - UX Designer Intern

Jul - Aug 2021 - New Jersey, remote

- Managed to collaborate with an international remote design team, through an agile framework, and collaborate directly with the founders & CTO in the span of 5 weeks.
- Redesign the end-to-end user flows and user experiences of the whiteboard presentation feature that complied with the company's design system and met the company's business goals.
- Present design work to the user experience design team, product team, and executives for review and feedback, reaching 90%+ of stakeholder satisfaction.

Selected Work

Interaction Design Studio Course - UX course Project

Fall 2021 - Rutgers University, New Jersey

- Retrieved HCI case study data to identify user needs, determine psychological, physical, and cognitive constraints, explore senior-friendly and accessible design options and build research-oriented persona, scenario, and storyboard.
- Designed the entire user experience, user flow and user interface of a tablet-based application for senior people and delivered the course project by a hi-fidelity Figma interactive prototype.
- Conducted heuristic and guerrilla testing, analyzed test data, and rapidly iterated the prototype.

Portfolio

<https://www.james-lin.me/>

Contact

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Education

Rutgers University -

New Brunswick

M.S. Information Science,
specializing in Interaction
Design - GPA 3.9

Sept 2020 - May 2022

Bachelor of Arts in
Information Technology &
Informatics

Sept 2015 - May 2020

Skills

Wireframing
Prototyping
Interaction Design
Design System
Storytelling
User Journey
Design Thinking
Usability Testing
Information Architecture
Visual Design
Basic HTML & CSS

Tools

Figma
Adobe XD
Illustrator
Photoshop
Premiere
Hotjar
Protopie
Wix / EditorX