

# Katy Lin

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katy-lin.com

## Education

### New York University

Master of Arts, 05/2010

Communication Management  
& Technology

### Carnegie Mellon University

Bachelor of Fine Arts, 05/2007

Communication Design, HCI

## Programs

### School of Visual Arts, Graduate

### School of Interaction Design

06/2015

*Summer Immersive Studies:*

*Visualizing Data*

### The Hasso Plattner Institute of Design at Stanford (d.school)

09/2018 - 01/2019

- *Design for Health: Helping*

*Patients Navigate the Experience*

- *Design For Pediatric Feeding*

*Challenges*

## Profile

I am a product designer based in San Francisco. I strive to design with empathy, translating ideas into real life solutions. My passion is to bring people together to create meaningful experiences.

## Experience

### Product Designer - Pharmacy System, Alto

June 2019 - October 2020, San Francisco

- Product design ownership of supply chain and fertility
- Launched Alto database revamp, designed solutions for database curation, process flows, and drug search experience
- Facilitated stakeholder workshops for product roadmap and strategy
- Led research efforts on fertility patient journey
- Advocated for user needs and operational improvements

### Senior Product Designer (Contract), Peloton

March 2019 - June 2019, New York City (Remote)

- Ownership of research efforts on all membership experiences
- Completed research projects focusing on new members' delivery experiences, proposed service design & operational optimizations

### Lead Product Designer - Seller Platforms, 1stdibs

March 2017 - July 2018, New York City

### Senior Product Designer- Internal Tools, 1stdibs

September 2014 - March 2017, New York City

- Product design ownership of transactional features, internal tools and dealer/seller platforms
- Created interactive prototypes and wireframes; illustrating interaction patterns for usability studies, development, and stakeholder discussions
- Influenced product roadmap with design strategy and next generation concepts
- Led cross-functional workshops and executive meetings
- Mentored and supported fellow product designers on the team
- Created and hosted company wide design workshops to promote and evangelize design thinking

### UI/UX Designer, Adaptly

April 2012 - August 2014, New York City

- Collaborated with cross-functional stakeholders to generate desired cross-publisher user experience and increase product usage
- Managed external user recruitment initiative, create, validate and iterate hypotheses, recruit external users for research & testing
- Partaken in successfully obtaining Twitter Marketing Platform Partnership
- Collaborated with key stakeholders to design and create an intuitive, easy-to-use and simple-to-understand Adaptly Facebook insights solution