SHU KUANG LIN
Product Designer

Online Portfolio
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EXPERIENCE

Sr. Product Designer
Meta
05/2022 – Present

Building innovative vision for Future of Feed on Facebook App to enhance feed consumption. Design two new frameworks and work with product partners to focus on system unification and platform capability.

Sr. Product Design Lead
Peloton Interactive
06/2021 – 06/2022

Lead UX and UI for a range of projects across multiple strategic workstreams, designing a new design system - Data UI Framework for the new Peloton Commercial team. Provide interactive prototypes to describe interactions, motion, and execute UI from exploration to final.

Design Lead
LiveLike
07/2018 – 06/2021

Work from the research phase to the final production on current and new architecture/features. Also, working on VR and mobile design involves process improvement, UX map, prototyping, motion design, and documentation.

Product Designer
Holler
06/2020 – 01/2022

Setting the vision for product design and execution. Creating sketches, storyboards, prototypes, and design specs. Working closely with the Studio and Marketing teams to create partnership strategy with Tinder.

Sr. UX/UI Designer
Exous, Inc.
01/2016 – 06/2018

Create prototypes and high-fidelity mockups to conceptualize new ideas and work on the end-to-end experience design. Work closely with the product and engineer teams to achieve product business goals.

EDUCATION

Pratt Institute
Master of Fine Art in Digital Art, Interactive Art
09/2011 – 05/2013

SKILLS

Design Process	UX architecture	Adobe Creative Suite	HTML
Interaction design	Design Systems	Principle / Invision	CSS
Strategic Thinking	Prototyping	Figma / Sketch	Javascript