

PEI LIN

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www.peilin.design

EDUCATION

CARNEGIE MELLON UNIVERSITY Pittsburgh, PA

MS | Educational Technology and Applied
Learning Science
2016 - 2017

UNIVERSITY OF SOUTHERN CALIFORNIA Los Angeles, CA

BA | Public Relations
Minor in Communication Design
2011 - 2015
UX Design club founder

SKILLS

TOOLS | Adobe XD - Photoshop - Illustrator -
InDesign - Sketch - Axure - Principle - Balsamiq

DESIGN | Sketching - Wireframing - Low/mid/
hi-fidelity Prototyping - Usability Testing - Graphic
Design - Animation - Video Making

RESEARCH | Contextual Inquiry - Affinity Dia-
gramming - A/B Testing - Think aloud - Survey

PROGRAMMING | HTML - CSS - Python - C++

PROFESSIONAL EXPERIENCE

TENCENT - *China's largest Internet Company* UX Design Intern, April 2016 - August 2016

- Designed a finance management mobile prod-
ucts with with over 60 million users
- Worked closely with designers, PMs and engi-
neers on features development
- Focused on detail oriented design coupled
with iterative A/B testing
- Led the design of a marketing campaign that
drew over 5000 users on the day of release
- Developed design guidelines for the product

T-TIMES ENTERTAINMENT - *Los Angeles, CA* Media Publicist, January 2015 - April 2016

- Planned for content, promotion, and engage-
ment strategy for movies
- Assisted in preparation and execution of
events, such as screenings, red carpet pre-
mieres, and international exhibition
- Wrote press releases in Chinese and English;
pitched national and international media
- Created and maintained social media sites for
several films
- Designed graphics for print and digital promo-
tional contents

OTHER EXPERIENCE

CAPSTONE PROJECT - *Pittsburgh, PA* Design Lead, January 2017 - August 2017

- Led the design function on a 8-month long client
project developing a web solution to help stu-
dents learn interdisciplinary skills online
- Worked in a team of four going through the
entire product design cycle: conducted user
interviews, designed interfaces, created proto-
types, led user testing
- Designed the team branding, research reports,
and presentations

A MOBILE APP STARTUP - *Los Angeles, CA* UX freelancer, August 2015 - December 2015

- Worked with project manager to define informa-
tion architecture
- Created clickable prototypes with Marvel

MGM STUDIOS - *Los Angeles, CA* Graphic Design Intern, May 2014 - August 2014

- Designed banners and key art for MGM films to
be displayed online
- Participated in brainstorming design ideas for
movie posters