

# Jasmine Lin

## Senior UX Designer

### Experience

#### Senior Interaction Designer, Google

Seattle, WA

Oct 2021 - Present

Owns both consumer and advertiser experience for Local Services Ads, where Google helps advertisers connect with customers who seek services they offer.

- Launched Local Services Ads on Google Maps, introducing a novel surface
- Led multiple projects to secure EMEA revenue through regulation compliance

#### UX Designer II, Ekata

Seattle, WA

Feb 2020 - Sep 2021

Led UX design as the sole designer for Pro Insight, a fraud prevention solution for manual review agents. Planned and executed usability sessions with users to inform my design solutions.

- Shipped optimized experience of network risk panel, a solution for review agents to identify behavior patterns for online transactions. 70% of users preferred the new design with a 75% satisfaction rate.
- Shipped a new feature enabling large accounts to manage their agents by groups, with a 93% task success rate.

#### UX Designer, Pilot Lab

Seattle, WA

Dec 2018 - Feb 2020

- Designed over 7 UX solutions across platforms (web, iOS, Android) with several clients: eBay, Microsoft, Zumiez, Vans, Skype, Autodesk, and more.

#### UX Designer, BLAMO Corps

Seattle, WA

Jul 2016 - Dec 2018

- Led the end-to-end product design process for Moove, a shared mobility digital platform from product strategy, framework design, prototyping to execution.

### Education

#### User Experience (UX) Design Certificate

University of California San Diego

Sep 2016 - Sep 2018

#### Master of Library Information Science

University of Washington

Sep 2014 - Jun 2016

#### B.A. in Library and Information Science

National Taiwan University

Sep 2010 - Jun 2014

### Contact

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### Specialties

Information Architecture  
User Interface (app/web/rwd)  
Interaction Design  
Visual Design  
Wireframing  
Mockups & Prototyping  
User Research  
Usability Testing

### Tools

#### Design

Figma

Sketch

Adobe Creative Suite

#### Prototyping

InVision

Flinto

Principle

#### Code

HTML/CSS

JavaScript

Bootstrap

### Achievements

#### Podcast: Design Nomads

#1 Design podcast in Taiwan

#### Top Writer in Design

Medium (8k followers)

#### 2019 40 Under 40

Girls in Tech Taiwan