

Lin Shen

UX/UI Designer

Strong foundation in research, prototyping, and enterprise product design.
Experienced in **generative AI, conversational UX, and FinTech SaaS**.

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EXPERIENCE

ClinC, United States — UX Designer

Sep 2024 - Present

ClinC - AI platform powering US Bank's chatbot, processing **51M+ queries/year** with 95% accuracy and 88% automation success.

- Conducted heuristic evaluations and 10 user interviews, identifying 13 UX issues that shaped AI-driven features and product improvements.
- Drove product strategy with stakeholders and customers, advancing from NLU to **LLM-powered** slot extraction (user inputs) and context management (multi-turn conversations).
- Led UX design for 15 initiatives (6 new features and 9 enhancements, including LLM-powered interactions), with **6 launched live** to improve workflow efficiency, flexibility, and error prevention.
- Defined product scope and requirements for Gen AI integrations with engineering and the CTO, applying agile practices to minimize iteration cycles and boost delivery of new releases adopted by end users.
- Redesigned the AI chatbot interface with updated visuals and standardized components for a cohesive, trustworthy experience.

ValidMind, United States — UX/UI Design Intern

May 2023 - Aug 2023

ValidMind - AI-powered SaaS fintech startup automating risk management

- Led the end-to-end redesign of Validmind.com, guiding the site development with a high-fidelity interactive prototype, and driving a **200% increase** in monthly online visitors post-launch.
- Conducted competitive analysis of 35+ websites to identify industry trends, refine the company's unique selling points, and differentiate its visual style strategy.
- Developed a style guide covering typography, color scheme, spacing, and UI components through the creation of mood boards and wireframes to ensure consistency in design implementation.

JUDOT Brands Co.Ltd, China — UI Design Intern

Mar 2021 - May 2021

JUDOT - Medium-sized e-commerce company with 10+ sub-brands

- Redesigned the online shopping experience by aligning product dimension display with shopper's mental models, significantly improving the checkout rate.
- Conducted heuristic evaluation with a focus on navigation accessibility, identified all problematic areas, and addressed them in partnering with the engineering team.
- Designed icons, brochures, and product pages to establish a distinctive brand identity, and improve brand recognition among customers.

EDUCATION

University of Michigan

April 2024, Ann Arbor MI

MS in Information

UX Research and Design (HCI)

GPA: 3.91

Pratt Institute

May 2022, Brooklyn NY

BFA in Graphic Design

GPA: 3.85

With Highest Honors

SKILLS

UX Research: Interview, Survey, Usability Testing, Heuristic Evaluation, Task Analysis, Persona, Journey Mapping

UX/UI Design: User Flow, Sitemap, Storyboarding, Wireframing, Lo/Hi-Fidelity Prototyping, Responsive Design, Interaction Design, Information Architecture

Product Management:

Feature Requirements, Stakeholder management, Agile Practices, Product Roadmapping

DESIGN TOOLS

Figma, Adobe XD, Framer, Photoshop, Illustrator, InDesign, Premiere, After Effects, Sketch

PROGRAMMING

HTML/CSS, Python, JavaScript

LANGUAGES

English, Chinese