

Mia (Colleen) Lin

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Design servant-leader looking for my next opportunity. New to the Portland area (12/18).

I'm a Certified Usability Analyst with two Masters degrees, SAFe Practitioner Agile certification, and a "UX Astronaut" who enjoys exploring all aspects of human-computer interaction.

Primary competencies:

- Agile UX Research
- Inclusive Design & Accessibility
- UX strategy
- Interaction design
- Information architecture
- Plain language copy
- High-stakes projects
- Team-building & mentoring
- Data analysis
- Holistic problem-solving
- Staunch user advocacy

I've spent extensive time in all Adobe CC products, Sketch, Invision, Axure, MindNode and other UX products.

Current Positions

Sr. UX Researcher | RealPage, Richardson, TX ● Feb 2018-Dec 2018

I'm currently leading a **company-wide Inclusive Access(ibility) project** from the ground up. This is a passion project of mine that I am working on in addition to running **team-building** sessions, **mentoring** three designers in the field of research and IxD, and conducting weekly **team touchbases**. I am also working on a company-wide project to combine 85 products into a **Unified Platform** by running **Customer Research & Experience Workshops** (CREW), producing **interaction design and research**, and **strategic UX guidance** for a company-spanning team that grows by the week. I am also reaching out to **break through silos and connect** CX to UX to Product to C-Suite to Marketing and Legal, and making connections along the way.

Lecturer | School of Arts and Technology; University of Texas at Dallas ● Aug 2016—present

Professor of Internet Studio, presenting core web technologies (HTML/CSS/CMS management) and the process of website development. Topics explored include prototyping and design, development, usability, writing for the web, content strategy, user-centered design, usability research methods, information architecture and self-hosted domain purchasing and website launch.

Previous Positions

Sr. UX | Vitamin T/Aquent ● Aug 2016–Feb 2018

Contractor working on the prototyping, wireframing and design of e-commerce sites including the clients of organizations like BCS and Oracle for omnichannel experience in a team-based agile environment. Clients included ATT, Oracle, AAFES, and Bottle Rocket.

Senior Interaction Architect & UX Lead | WorldVentures Holdings ● Oct 2016–Oct 2017

I immediately started offering the UX Team leadership in design standards, documentation, agile methodologies, scrum-building, and deliverable hand-off to development. As the most Sr. UX Architect, I provided the UX Team with both travel (American Airlines) and e-commerce (JCPenney) expertise. My critical thinking and practical approach improved the checkout flow for the new version of DreamTrips.com, removing several pain points customers have had during the purchase process. One of my other projects included optimizing the hotel booking experience on DreamTrips.com. Lastly, my leadership was valued by her team, and I was often used as a sounding board for ideas and further collaboration.

- Negotiate with developers the best possible UX experience within established constraints
- Devise a UX roadmap and a UX backlog with small, achievable stories for developers to pick up in future sprints
- Employ a servant-leadership model to direct the UX/UI team and provide expertise and insight
- Conduct analyses of competitive experiences across industries to inform UX decisions
- Demonstrate to the UX Team the improvement of speed and efficiency with deliverables created in
- Sketch and delivered in Zeplin
- Create stakeholder-friendly prototypes with InVision
- Participate in UX team discussions around style guide, visual and interaction design
- Evaluate existing experiences in terms of their compliance, persuasiveness and analytic data/
- conversion
- Analyze and deconstruct tasks to create optimal task flows
- Understand the capabilities of existing and emerging technologies
- Lead participatory sessions on requirements with business analysts and project managers
- Manage my work and the work of UI designers/contractors on the project team
- Work with the VP of UX to create a system of job tracks, including non-management tracks, for the future expansion of the department
- In place of absent analytics, negotiating between Customer Service and Marketing teams the true needs of the products' users

Senior Interaction Designer & UX Lead | JCPenney ● Dec 2013–Oct 2016

As the UX Team Lead for Special Initiatives, I was tasked with directing the UX team of both internal designers and architects and contract designers to increase the product assortment across JCP's omnichannel experience. Worked closely with multiple scrum teams to integrate special product lines into the existing JCP omnichannel structure with the best UX possible within tight financial, technical and deadline constraints.

- Collaborate to integrate brand-new product lines (Sephora cosmetics; Project Silver Phase I, II, and III) into the JCP omnichannel experience
- Negotiate with developers the best possible UX experience within established constraints
- Devise a UX roadmap for future implementation of a unified best-in-class purchase experience past the initial MVP experience
- Employ a servant-leadership model to direct the UX/UI team and approve deliverables
- Conduct analyses of competitive experiences across industries to inform UX decisions
- Develop complex user flows with Axure RPPro

- Create developer-friendly screens with Sketch and Zeplin
- Create stakeholder-friendly prototypes with InVision
- Participate in UX team discussions around style guide, visual and interaction design
- Evaluate existing experiences in terms of their compliance, persuasiveness and analytic data/ conversion
- Analyze and deconstruct tasks to create optimal task flows
- Understand the capabilities of existing and emerging technologies
- Lead participatory sessions on requirements with business analysts and project managers
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Ask me about

- UX Lead; Information Architect and Content Strategist for American Airlines | Apex Systems (contract) | Apr 2013–Dec 2013
- Principal | SandShop Media | Jan. 2012–April 2013
- Senior Rich Media Developer/Producer; Senior Web Editor; Web Site Content Developer | Dallas County Community College District | Dec 2006–Feb 2012

Education

- SAFe Practitioner Certification (Agile) ● Sept 2016
- Human Factors International ● Certified Usability Analyst, 2009 Certification Number #2009-2389
- The University of Texas at Dallas ● MA, Arts and Technology 2006–2010 Coursework in mobile application design, emerging media and communications, documentary filmmaking and identity design for the Web.
- Oklahoma State University ● MA, English 2000–2002 | BA, English 1996–2000 Concentration on linguistics and teaching English as a second language | Asian Studies Certificate; Minor in Japanese

Research Interests

Artificial intelligence and machine learning; interaction design for emerging technologies; connected spaces (IoT); haptic and auditory feedback; advanced robotics; intelligent materials; additive manufacturing; and psychosocial impacts of disruptive technologies on interactions with developing technologies; cognitive biases; languages (speak some Mandarin, Japanese, and Korean; installation art; motion graphics and video; online privacy and communities; death and grief online; code-switching in electronic communications, documentary filmmaking; design, usability and architecture for non-English online communications; visual display of quantitative information; intersection of electronic and physical creativity, and getting Pluto back on the list.

Achievements in Investigation & Research

- In-process: Cognitive Biases and Creating Interfaces (publication date TBD)
- Motion graphics: Dallas International Film Festival, Art Conspiracy
- Site-specific installation, I Have Mixed Drinks About Feelings, Edges & Intersections 2015. Glass, twine, plastic.
- Publication: *Whaling: Murder or Tradition?* With Yumi Kamimura. Fall 2002; Simulation & Gaming.
- Publication: *Conflict and Roles in Simulations*. Fall 2002; Simulation & Gaming.
- Publication: *Mad Libs for the Classroom*. TESOL Journal; Volume 10, No. 1, Spring 2001.

References

- Vijay Balijaypalli, current supervisor | 847-778-7753 | Vijay.balijaypalli@realpage.com

- Bill Rattner | 804-248-0426 | billrattner@gmail.com
- Michael Hubbard, Director of iOS Engineering; Bottle Rocket apps | 972-885-8220
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- *More references available on request*

Thank you so much for your time!