

Andy H. Lin

Senior Product Designer

**Case studies & contact details upon request* [linkedin.com/in/andyhindesign](https://www.linkedin.com/in/andyhindesign)

About Me

Currently involved in AI-related research and studying AI-native UX.

I'm a product designer who enjoys 0-1 projects, building end-to-end solutions across complex and vertically integrated domains: focusing on data visualization, digital infrastructure, user identity, SaaS, and AI integration. A big fan of loose leaf teas, and all manner of literature.

Work Experience

Freelance Designer / AI-native patterns & context engineering / LLM tools

Dec 2024 – Present Vancouver, BC

AI-mediated research with the Centre for Integrative Brain Research.

Senior Product Designer @ theWorkbook / Casting Workbook

Aug 2024 – Oct 2024 Vancouver, BC (Remote)

- Devised and iterated 3 primary booking features for the Producer Platform, operations management software allowing streaming directors to coordinate up to 50-70 production projects between executive directors, casting and studio talent. [Producer Platform](#)
- Collaborated with executive team to determine product software direction and integration.
- Guided product pivot towards commercial streamers like Netflix, Disney, HBO, and Televisa.

Senior UX Service Designer @ CheckSammy

Apr 2024 – Jun 2024 Vancouver, BC (Remote)

- Identified 3 key cost-and-quality efficiency areas during logistics audit of bulk waste removal process, from job acquisition, waste removal, job audit, to invoicing. [Waste Removal](#)
- Proposed service opportunities for AI implementation based on customer research insights.

Product Designer III, vSAN Adoption @ VMware (now Broadcom)

Jun 2023 – Feb 2024 Palo Alto, CA (Remote)

- Improved customer retention and task completion speed by 60% with new vSAN's ESA ReadyNode portal / VMware Compatibility Guide (VCG) platform, via discovery, research, and usability testing of our dynamic filter approach. [Broadcom Compatibility Guide](#)
- Aligned product direction with software performance through user research initiatives with our UXR team to conduct surveys, usability testing, or A/B testing to assess design usability.
- Consulted stakeholder-users like Sys Admins, Cloud Admins, and IT Devs for compliance.
- Applied A11y accessibility principles when building on Clarity Design System patterns.
- Set end-to-end story directives with PM and UXR team for vSAN lifecycle growth for 300k enterprise customers at \$1B revenue.

UX Designer, Data Visualization @ Zscaler

Feb 2022 – Apr 2023 San Jose, CA (Remote)

- Redesigned ZPA's primary network access troubleshooting function for 60k+ active users in product refresh with quantitative and qualitative UX research. [Zscaler Private Access](#)
- Iterated, shipped IoT cloud integration features for ZPC / DSPM 2.0 relaunch (Trustdome acquisition) to align design patterns, user flows, and IA. [Data Security Posture Management](#)
- Led design optimization efforts and documentation efforts for: setup wizard UI flows and input interaction states - for the Zscaler Design System, following WCAG standards.
- Introduced both authenticated and confirmed input field states for new use cases.
- Raised UXR process incorporation across the design team by 25% via successful projects.

UX Designer, Service Portal & Firmware @ NetExperience

Mar 2021 – Feb 2022 Ottawa, ON (Remote)

- Shipped 3 major end-to-end features for our international 2.0 series open-system SaaS, bypassing walled-garden restrictions on all compatible wifi modem types. [NetExperience](#)
- Delivered scalable data tables, wizards, and portals following Ant Design principles.
- Being the first and sole designer, I helped determine the UX approach for internet data monitoring and inventory handling for IT administrators or small business owners.

UX Researcher, Marine Map @ BC Marine Trails

Dec 2020 – Feb 2021 Vancouver, BC (Remote)

- Pivoted marine stewardship, paddling, and island camping map focuses towards 2 distinct primary user groups: 1-2 hour paddlers, and long-term campers. [BC Marine Trails Map](#)
- Conducted product-market fit UX research on Web IT team to analyze data metrics for their new brand-marketing pivot on web and phone app.
- Evaluated design and branding to appeal to youth demographic engagement while maintaining elder demographic interest/engagement.

UX Designer, Food Rating @ PlateRate

Apr 2020 – Jul 2020 New York City, NY (Remote)

- Prioritized our redeemable points feature for users and client restaurants by redesigning our application flow for our food delivery and rating process. [PlateRate](#)
- Redefined use cases using survey data and conducted usability tests to update user journey maps in collaboration with stakeholders.
- Adjusted user-desired information on the food delivery rating process, reorganized the information hierarchy, and hid fluff metrics.

UX Analyst, Product Designer @ FeedFolks (MutualAid.World)

Feb 2020 – May 2020 Greater Los Angeles, CA (Remote)

- During the COVID-19 pandemic, helped brainstorm, critique, and apply UX heuristics to the Resilience App: for charitable organizations to facilitate low-contact grocery delivery to seniors / high-risk demographics. [FeedFolks App](#)
- Reduced human contact by shortening the supply chain: supporting local farmers to conduct no-contact produce drop-offs for at-risk and vulnerable senior citizens. [Video](#)

UX Designer, Marketing Funnels @ Evolve Branding

Jan 2020 – Apr 2020 Vancouver, BC (Remote)

- Produced landing page funnels for agency clients across multiple industries via UX research, user discovery, information hierarchy, branding, wireframe and content iteration. [Website](#)
- Collaborated with a cross-functional team to meet technical and product requirements.

Co-op UX/UI Designer & Web Developer @ BCIT

Aug 2019 – Oct 2019 Vancouver, BC

- Collaborated with community stakeholders to devise content, design, and develop websites.

Education

UX Design, Diploma

BrainStation

2020, Vancouver, BC

Technical Web Designer, Certificate

British Columbia Institute of Technology

2019, Vancouver, BC

Bachelors of Business Administration, in Marketing

Kwantlen Polytechnic University

2014-2018, Vancouver, BC

Tools, Skills, Knowledge

- Adobe Creative Cloud (Illustrator, Photoshop)
- ChatGPT, DeepSeek, Claude, Perplexity, V0, Loveable
- Machine Learning / LLM AI Agents / Large Language Models
- Figma, FigJam, Miro, Whimsical
- UserZoom, Hotjar, Dovetail
- Agile software development
- HTML, CSS, JavaScript (frontend)
- Product Strategy & Product Thinking
- User Interviews, Surveys
- User Flows, Storyboards, Journey Mapping
- Wireframing, Prototyping
- Information Architecture
- Design Systems, Design Pattern, Accessibility
- Data Visualization
- Design Workshops
- User Testing, Usability Testing, A:B Testing
- Cloud security, cloud infrastructure domain knowledge