

Lulin Shan

Creative and detail-oriented UX/Product Designer with expertise in crafting user-centered mobile and web platforms, collaborating cross-functionally, and leveraging research insights to drive design innovation and solutions.

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San Diego, CA (open to relocate)

EDUCATION

Carnegie Mellon University

MDes in Design for Interactions

GPA: 3.97/4.00

Aug 2020 – May 2022

UCLA Extension

Certificate in User Experience

Sep 2017 – July 2019

University of Southern California

Master of Landscape Architecture

Aug 2014 – May 2016

SKILLS & TOOLS

Design

Interaction Design

Product Design

UX/UI Design

Visual Design

Wireframing

Rapid Prototyping

Journey Mapping

User Persona

User Flow

Storyboarding

Information Architecture

Mobile Design

Web Design

Motion Design

Data Visualization

Tools

Figma/FigJam

Sketch

InVision

Adobe Suite

Photoshop

Illustrator

InDesign

After Effects

Premiere Pro

HTML/CSS

Miro

3D

Modeling

Blender

SketchUp

Unity

Cinema 4D

Lumion

Research

Survey Design

User Interview

Usability Testing

A/B Testing

Competitive Analysis

PROFESSIONAL EXPERIENCE

HP | UX Designer

Oct 2022 – Present | San Diego, CA

- Led the redesign of HP printer setup and onboarding experience, streamlining both physical and digital setup processes and reducing setup time by 29%.
- Created user flows, wireframes, and high-fidelity prototypes for diverse platforms, including mobile, desktop, web, and touch screens.
- Collaborated with visual design and development partners to create production-ready features on iOS, Android, and web platforms, ensuring cross-platform consistency and quality.
- Individually planned and facilitated brainstorming workshops with designers and managers, generating innovative solutions to optimize user experience after first print.
- Partnered with user researchers to develop research plans, and launched 3 rounds of usability testing to evaluate loading screen designs in the HP Smart app. Pitched data-driven insights to cross-functional leaders to inform decision-making.

Baidu | Product Design Intern

May 2021 – Aug 2021 | Shenzhen, China

Baidu is the No.1 search engine in China, specializing in AI-driven products and social networking services.

- Collaborated with product managers on developing monetization strategies for a social networking app, and successfully launched its first premium subscription model. Achieved a 48% trial-to-paid conversion rate in first month.
- Owned the end-to-end design of user acquisition campaign for a custom keyboard app, leading to a 70% retention rate among new users upon launch.
- Led UX design and delivered 6 new features within 3 months under tight deadlines.

Carnegie Mellon University | Research Assistant

Feb 2021 – May 2021 | Pittsburgh, PA

- Collaborated with the School of Design faculty to curate the “Design Futures” online course. Created engaging lecture slides and instructional videos, achieving a 4.7/5 student feedback score on course content and structure.

LRM Landscape Architecture | Designer

May 2018 – Mar 2020 | Culver City, CA

- Designed and managed over 15 projects from conceptual ideas to construction plans including drawings, sheets, and design documentation.
- Coordinated with over 10 clients in weekly project meetings, maintaining a 90% client satisfaction rate through effective communication and integration of feedback.
- Standardized visual language across over 20 projects by integrating color palettes, visual components, and typography, reducing design time by 18% and improving brand consistency.