

## 01 | Education

Master's of Science in Information Architecture  
Illinois Institute of Technology  
2005 - 2007

Bachelor's of Arts in Computer Science  
Lake Forest College  
1997 - 2001

## 02 | Professional Experience

### Interaction Designer - Mobile Apps

Chicago, IL      Cars.com      April 2010 - present

Interaction design and user experience lead on a core cross-functional mobile app development team. Utilize Agile methodology for product development. Work closely with the product manager and advertising team to establish product strategy, roadmap and vision. Measure user experience using key performance indicators. Conduct user research and testing as part of the product initiation and discovery.

- Created the interaction design and user flow for well-rated Android app, now live in the Android Market.
- Lead interaction designer for iPhone (live in the App store) and iPad (in development) apps.
- Lead research initiatives for the mobile apps products.
- Re-designed the user flow and experience for the wired site buying guide section.
- Participated in various research and user testing methodologies including participatory design, contextual inquiry, remote moderation, un-moderated testing, and prototype testing.
- Work products include wireframes, user flows, sitemaps, functional specs, clickable prototypes, and interaction guides.

### User Experience Architect

Chicago, IL      Sears Holdings Corporation      October 2008 - April 2010

User Experience Architect effective in planning and leading the IA component of large ecommerce initiatives. As part of a User Experience team, led the experience design for both merchant application and customer-facing websites. Worked on a team that developed and launched a new store with a unique value proposition. Conducted user-testing and implemented findings for an improved user experience. Led the experience design of a newly developed unified customer view over core websites.

- As part of a Sears Marketplace initiative that put a million new SKUs online within several months, led the experience design for a public-facing portal where sellers can upload their products, manage their accounts, view reports, and fulfill orders
- Worked with product management, business analysts, and the IT team to determine user experience requirements, simplify the seller on-boarding process, and create an intuitive user-interface while mitigating underlying complexity
- Led the user experience design of a unified customer profile across multiple core sites such as Sears.com and Kmart.com
- Implemented the flow and design of account login and registration via OpenID from an IA perspective
- Was part of a team that launched MyGofer.com, a unique ecommerce model with time-sensitive customer order pickup and delivery integration, which tied into a brick-and-mortar experience
- Designed customer-facing kiosk screens that tied into the MyGofer.com websites to be used at the brick-and-mortar store

## Web Design Lead

Hoffman Estates, IL Career Education Corporation March 2003 - October 2008

Began employment as a Web Designer, was soon promoted to Senior Web Designer, followed by Web Design Lead. Part of a team responsible for over 40 university websites. Designed and developed the information architecture and front-end user interface for the university marketing sites, the virtual campus, email campaigns, application splash screens, and animated banners. Improved the usability of current websites by wireframing new information flows and navigation. Led the creation of portals and other high-profile web sites. Interviewed, hired, and trained web designers.

- Led the creation, redesign and restructuring of multiple high-profile websites.
- Created wireframes and sitemaps of new development projects to be presented to the Chief Marketing Officer and other project stakeholders.
- Participated in the creation and implementation of the website design process flow and project lifecycle.
- Created requirements documents for large-scale website development projects.
- Designed the UI for a highly scalable corporate intranet site. In use by over 1100 employees.
- Designed highly successful email campaigns, newsletters and microsites, increasing leads by 62%.
- In tandem with a usability engineer, created website wireframes and information architecture based on card-sorting tests and business feature lists.
- Designed and attended usability tests providing recommendations and implementation based on results.
- Interviewed, hired, and trained web designers.
- Allocated projects and broken-down tasks to other web designers.

## User Experience and Interface Design Consulting

2004 - present

Work with clients to design and implement full-scale websites. Meet with clients and project stakeholders to provide excellent and attentive service for a smooth development throughout the entire project lifecycle. Create design composites, wireframes, and information architecture schemas. Provide user experience recommendations and improvements. Clients include the University of Illinois, Kaplan Higher Education, JustKidsStore.com, BonVoyou (now HauteLook), MindOverMist.

## 03| Instructional Experience

### Adjunct Faculty

Art Institute Online - Pittsburgh January 2010 - 2011

Facilitated online web design and usability course.

### Adjunct Faculty

Online Mt. Sierra College Online April 2008 - Present

Facilitate online web design and development courses. Developed advanced web design and information architecture course. Currently facilitating Web Authoring I and Web Authoring II courses.

### Subject Matter Expert (SME) Research Advisor

Chicago, IL Present

Research and develop online courses for a web design program. Research reading materials for class discussions, research and write up questions and answers to facilitate the online learning experience.

## 04 | Publications

Tillmans, Michael; Lin, Marina: *Cross Functional Process Analysis and Improvement*. Written for and presented at a Society for Technical Communicators (STC) conference. 2005.

Lin, Marina: Review of Making Meaning: *How Successful Businesses Deliver Meaningful Customer Experiences*. Published in Business Communication Quarterly. September 2006.

Lin, Marina: Abstract for a linguistics article in Recent and Relevant summaries for Technical Communication.

Lin, Marina: *Localizing Sans Cliches: Web Site Localization without Resorting to Stereotypes*. Published in Intercom, an STC publication. February 2008.

Lin, Marina: *Concinnity of Mixed Nuts*, Contributing chapter to textbook on intercultural communication. TBD. 2011.