



# Tica (Man-Hsin) Lin

Experience & Interaction Designer

## Professional Experience

- UX Design Intern**, SparksGrove / 2016.06~07  
*Atlanta Sports Venue Self-guided Tour Experience Design*
- Worked as UX design lead on a real client-facing project designing strategized solution for the venue's expanded tour business
  - Performed background research, interview, and brainstorming sessions with the client to determine ideal experience and interactive technology
  - Created a complete tour app mockup and presented to the client executive team
- Design and Communication Assistant**, Georgia Tech & Emory / 2015.10~
- Cooperated with *LAMP program* director, designed digital marketing materials, and engaged a growing local and academic multi-faith community
- Creative Designer**, Southern La Scuola / 2010~2015  
*Communication Design, Content Strategy, Web Design*
- Initiated and built branding strategies for the non-profit local education platform, including visual / web design, content creation and social media management
  - Promoted events and news with creative content production, e.g. film-making, visual design, storytelling, engaging over 350,000 readers over time
- Curator & Event Coordinator**, TEDxTaida / 2012~2013
- Led the team at two TEDx events with 150 attendees each, coordinated speakers to bring compelling stories on stage, and created immersive event experiences
- Business Consultant Intern**, Applied Predictive Technologies / 2012.07~08
- Performed big data analysis and presented data-driven business strategies on evaluating McDonald's APMEA renovation and determining new menu item

## Recent Projects

- VR Interactive Narrative**, eTV Lab, Dr. Janet Murray, Georgia Tech / 2016.08~12
- Explored VR as an emerging medium by literature review and conducted information interview with VR experts from WeVR, Oculus, USC ICT Lab
  - Designed iteratively for VR interactive narrative "Lycan", developed werewolf transforming experience on GearVR & HTC Vive, and conducted user testing
- AR Tour Experience Design**, Master's Thesis Project / 2016.03~
- Designed an Augmented Reality app to facilitate Georgia Aquarium tour experience, with careful coordination of existing physical and digital resources, user behaviors and content design
  - Performed research and user-testing with aquarium visitors under IRB approval
- Social TV App Design**, eTV Lab, Dr. Janet Murray, Georgia Tech / 2015.08~12
- Conducted user research with survey and designed social TV app targeting on building connected and continuous viewing experiences for TV show audiences
- ## Competitions & Awards
- NBA Basketball Analytics Hackathon, New York, 2016**  
**Disney Imagination Design Competition, US, 2015**  
**Taiwanese Government Studying Abroad Scholarship, 2015**  
**JASSO Scholarship, Japan Student Services Organization, 2013**  
**3<sup>rd</sup> Place, NTU Cloud Innovative App Service Competition, Taipei, 2012**  
**Masterpiece, World Innovative Service Enabler Competition, Taipei, 2011**

## Contact

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## Education

- M.S. Digital Media**  
Georgia Institute of Technology  
2015.08-2017.05 (GPA 4.0)
- B.S. Electrical Engineering**  
National Taiwan University  
2010.09-2015.01  
Osaka University  
2013.09-2014.02

## Technical Skills

- Visual**  
Photoshop, Illustrator, InDesign, Sketch, Balsamiq, InVision, Principle
- Prototyping**  
Unity3D, Arduino, Kinect, LeapMotion
- Code**  
HTML, CSS, JavaScript, PHP, SQL, Java, C#, C++
- Content Creation**  
Premiere, Final Cut

## Languages

- English (Fluent)  
Chinese (Native)  
Japanese (Intermediate)

## About Me

- / Adventurer /  
/ Lifelong Learner /  
/ Challenge Seeker /
- Real wanderlust- traveled in over 20 cities in the past year
  - Founded NTUEE Girl's Basketball Team and made a buzz-beater in a game
  - Accomplished half-marathon & triathlon competition
  - Photographer of a Taiwanese best-seller book
  - Film director of a documentary
  - Baritone & Violin Player