

# Musen Lin

Musen is a multi-disciplinary designer strives to combine UI/UX design with creative technologies to evoke different physical and virtual experiences while focuses on innovation and practical business solutions.

## Education

Parsons the New School of Design | New York, USA | MFA Design and Technology, 2011-2013  
Academy of Art & Design of Tsinghua University | Beijing, China | BFA Industrial Design, 2006-2010

## UI/UX Design Related Experience

### **Gro Intelligence | UI/UX DESIGNER | New York | August 2015 - Present**

Gro Intelligence builds data analytics products that change the way the world understands agriculture. Gro generates captivating content and provide contextualized data while prioritizing functional, sleek design. Our products enable users to discover the world of agriculture as they never have before.

- Involved in the flagship product design - Clews includes wireframe, mockups and interfaces
- Designed and Developed mobile version of company website and icons
- Marketing Collaterals such as brochures and newsletter

### **ADORNUS CABINETRY | UI/UX DESIGNER | Miami & New Jersey | August 2013 - August 2015**

Worked closely with the multi-disciplinary team to develop a brand identity with consistency for Adornus — a leading kitchen cabinetry manufacturer and distributor. Also created intuitive websites and streamlined interfaces for Adornus' sub-brand Lusso Cucina.

- Developed front-end user interfaces for [adornus.com](http://adornus.com) and [lussocucina.com](http://lussocucina.com)
- Created catalog and promotional material including newsletters, stickers and posters
- Produced, shot and edited company promo videos

## Product Design Related Experience

### **Nokia Research Center | Beijing, China | June 2012 - August 2012**

Research internship for Beijing Design Week.

### **Hewlett Packard China | Beijing, China | March 2009 - April 2009**

All-In-One Printer Concept Design — developed innovative portable approach to multifunctional electronics and won the Best Concept Award.

### **Fujitsu Japan | Beijing, China | April 2009 - May 2009**

Conducted local supermarket research to evaluate customer behavior in order to improve user experiences. Designed a service system and won the Best Concept ward.

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## Awards & Exhibitions

**THE 9TH 100 ARTISTS EXHIBITION** in Ouchi Gallery | New York | June 2014

**KBIS (KITCHEN BATH INDUSTRY SHOW) 2014** | Las Vegas | February 2014

Designed and executed Adornus Cabinetry's booth at the Kitchen & Bath Industry Show in Las Vegas by sketching drafts, creating 3D models, and rendering the booth concept.

**Parsons MFA Design and Technology Thesis Show** | New York | May 2013

My thesis project customizable and multifunctional furniture system "Units Furniture" was featured on Parsons school website.

**The Start Of A Long Journey** | Beijing, China | December 2010

Presented undergraduate thesis project fishing equipment design "Venture" at the first exhibition of Outstanding Works by 2010 Graduates from Key Art Institutions of Higher Education in China.

**Salone Internazionale di Mobile** | Milan, Italy | November 2009 - April 2010

Exhibited my furniture "Jie" in Milan Furniture Fair and Polytechnic University of Milan.

**LeNS Student Design Competition** | Beijing, China | October 2009

Designed a sustainable transportation system for Delft University of Technology and won 2nd prize.

## Skills

### UX/UI

Wireframes  
User Flows  
Personas  
Scenario  
Visual Design  
Compositing  
Research Analysis  
Rapid Prototyping  
Human Interaction  
User Testing  
Mobile Design  
Web Design  
HTML5  
CSS3  
Sketch

### PRODUCT DESIGN

Ideation / Branding  
Identity  
2D/ 3D Sketching  
Contextual Research  
Manufacturing and Technology  
3D Modeling  
Rendering  
Prototyping  
SolidWorks  
Rhino  
Sketchup  
Keyshot

### GRAPHIC DESIGN

Typography  
Art Direction  
Identity Design  
Branding  
Adobe Creative Suite -  
Specifically Photoshop  
Illustrator and InDesign.

## Languages

English, Chinese

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