

Jenny. | Woan-Chin Lin

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AI-NATIVE WORKFLOWS

Claude code CLI

Project management, research, prototyping

Weavy

Asset generation

Gemini

Brainstorming, critique, prototype planning

Cursor

Prototype planning, version control w/ Github

Manus

Visualization, prototyping

HONORS & RECOGNITIONS

Meta Ray-Ban Display

TIME's Best Inventions of 2025
UX Design Awards 2026

Patent filed — AR Interaction Model for Real-World Text Consumption

Interaction model with Neural Band | Sep 2025

TikTok Hackathon 2020

Most Popular Project Award | Dec 2020

TikTok Monetization CUX Team 2020

Best Cross-team Collaboration Award | Dec 2020

2020 Disney Imaginations Design Competition

Semi-Finalist | Dec 2019

2020 CA Interactive Competition

Shortlisted | Nov 2019

NASA Engineering Excellence

Best Rover Design | Aug 2009

SHOWS & INSTALLATIONS

Love Anthem | Interactive Audio-visual AR Experience

ITP Winter Show
Brooklyn, NY | Dec 2019

Bonfire | Interactive Large Screen Social Experience

Big Screens 2019
Chelsea, NY | Dec 2019

Memory Capsule | Interactive Light Installation

Sound & Vision | NYC x DESIGN
Times Square, NY | May 2019

Fu Ping | Interactive Video Sculpture Portrait

ITP Spring Show
Tisch School of the Arts, NY | May 2019

Reverie Field | Interactive Light Installation

ITP Winter Show
Tisch School of the Arts, NY | Dec 2018

EXPERIENCE

Present | **META, INC. | Burlingame, CA**
Jun 2022 | **Senior Product Designer — Wearables AI/AR**

- Defined and unified human-AI interaction pattern across Meta's displayless, display AI glasses, and companion app surfaces, including the **first on-glasses multimodal AI utility** feature, boosting MoM engagement; featured in Zuckerberg's Connect keynote in 2024, 2025, and other exec channels.
- Invented **patent-filed interaction model** for Visual Translation on Meta Ray-Ban Display + Neural Band.
- Spearheaded **hands-free bio-authenticated** QR Payments on displayless & display AI glasses for India and US markets, drove end-to-end flows, earcons, and voice UX across 5 XFN teams, led 10+ leadership reviews and gained buy-ins, positioning Meta as **first to launch QR payments on glasses**.
- Designed AR platform APIs and data model powering multi-player experiences on Orion,**first true AR glasses** announced in Zuckerberg's Connect keynote 2024; planned and led a cross-org XFN sprint (22 participants, 4 orgs) to define the shared-experience model.
- Delivered the **agentic OS vision** for unannounced wearable form factor and glasses, defining frameworks for context aware AI interactions.
- Shipped **AR Ads platform** features across Spark, Ads Manager, Instagram, and Facebook; led Dynamic Link end-to-end to unlock new advertiser revenue and improve retention.
- Mentored 5+ senior designers; co-planned an 80-person design offsite and organized cross-org office socials (40+ attendees).

Jun 2022 | **TIKTOK, INC. | Mountain View, CA**
Jul 2020 | **UX Designer — TikTok Monetization**

- Led product design of **TikTok Creator Marketplace** (US), building comprehensive design strategies for brands and creators.
- Drove XFN teams to build AI-powered video mass production system from scratch for localization automation.
- Produced high-quality display ads & video content for TikTok for Business, providing art direction across 10+ regions; A/B tested landing pages, and delivered data insights.
- Built design team infrastructure, grew with design team from 2 → 22; designed logos and established brand design guidelines & systems.

Jul 2018 | **EUREKA, INC. — The Match Group | Tokyo, Japan**
Apr 2015 | **UI/UX and Visual Designer**

- Led design in **Global Team**, redesigning websites & LPs across desktop, mobile web, iOS, and Android; drove A/B testing & app store optimization to lift install conversion.
- Conducted field user research in Taiwan to revamp mobile app UI/UX for Taiwanese market; **increased revenue by 50%**.
- Designed social media ads, content videos, CRM emails, and banners across 10+ global regions.

EDUCATION

May 2020 | **NEW YORK UNIVERSITY | New York, NY**
Sep 2018 | **MPS, Interactive Telecommunications Program (ITP) | Tisch**
Interactive Experience Design & HCI & AR Concentration

Sep 2015 | **WASEDA UNIVERSITY | Tokyo, Japan**
Sep 2011 | **BA, International Liberal Studies | SILS**
Marketing & Advertising Concentration

Jun 2014 | **UNIVERSITY OF CALIFORNIA, SAN DIEGO | La Jolla, CA**
Sep 2013 | **Education Abroad Program (EAP) Exchange Student**
Management Science — Communication & Economics & Business