Shu-Ju Lin

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SUMMARY

Senior Product Designer with **5 years of experience** delivering developer tools and complex B2B, SaaS platforms. Proven track record of driving products from concept to launch, building scalable design systems, and integrating AI-powered solutions that increase usability and adoption.

EXPERIENCE

Swimm | *UX/UI Designer*   **Jan 2021 - Nov 2025**
- Launched an incubated developer tool to market within one year of joining the team, leading design efforts from MVP to release.
- Designed IDE extensions (VS Code, IntelliJ, Cursor), achieving 38k+ downloads and 60% user engagement, on par with the web app.
- Led design for 20+ core product features, including a WYSIWYG editor, cross-repo documentation, a patented auto-sync algorithm, and CI/CD workflow, improving developer efficiency and expanding product capabilities.
- Integrated AI-powered documentation, content, and architecture diagram generation utilizing code context and changes, driving client conversion from free to paid plans.
- Designed an AI-driven legacy code analysis tool using static analysis, RAG, and LLM technologies to surface code structures and business rules, securing 10+ paid enterprise POCs.
- Improved AI chat overall coverage quality by 24.6%, reducing unanswered or incorrect responses by 34% through iterative testing and user interviews before feature launch.
- Established a cross-platform design system with 50+ reusable components, semantic token naming for two themes, and Storybook development oversight, serving four product teams.
- Introduced weekly design critiques to improve collaboration, feedback, and alignment across teams.

Processing Foundation (Google Summer of Code) | *UX Mentor*   **Jun 2023 - Sep 2023**
- Led mobile-responsive redesign of p5.js platform supporting 386k annual sketches, and improving mobile usability and accessibility
- Mentored open-source contributor and established bi-weekly design-engineering syncs to ensure quality and alignment throughout the implementation.

Redscout | *UX designer*   **Sep 2020 - Nov 2020**
- Developed UX design guidelines for Google internal product, creating atomic UI components, mobile interfaces, and motion design aligned with the brands' aesthetic and consistency

Catch Agency | *Interaction Designer*   **2014 - 2017**
- Led B2C web designs for high-profile clients such as Toyota, Hyundai, Clarisonic, Jetstar, FamilyMart, and Watsons.
- Collaborated with creatives driving 70% Facebook follower growth and 3K weekly engagements.

EDUCATION

New York University | *MPS, Interactive Telecommunication Program*   **2018 - 2020**
University Santo Tomas | *BFA, Advertising Arts*   **2008 - 2012**

SKILLS

- **Design & Research:** User flow, User journey, Personas, Product strategy, User interview, Usability testing, Heuristic analysis, A/B testing, Wireframes, Competitor analysis, Lo-fi, Hi-fi, Information architecture, Design system, Accessibility, Graphic design, Brand design, Prototyping, Interactive design, Project management, Agile methodology, Data visualization
- **Technical Skills:** HTML, CSS, Javascript, Node, Arduino, Git workflow, Gen AI, RAG, IDE, LLM, Artificial intelligence (AI), Software Development Life Cycle (SDLC), Vibe coding
- **Tools:** Figma, UserTesting, Amplitude, Photoshop, Illustrator, After Effects, Premiere, Lottie, Protopie, Webflow, GitHub, VS Code, Cursor

AWARDS & RECOGNITIONS

- **Indigo Award:**UX, Interface & Navigation Gold Awards, 2025 | Mobile Responsive Design, 2025
- **NY Product Design:**User Experience (UX) - Product UX Silver Awards, 2024
- **Processing Foundation Impact Report:**Significant project mentorship for GSOC, 2023