

Lynette Shen

Product designer with a high bar for craft. Previously helped startups build designs from 0–1 while creating content with 200K+ views across platforms. Open to Summer '25 Design Internships.

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PROFESSIONAL EXPERIENCE

LovedIn - Co-Founder, Design Lead September 2025- Present

San Francisco, CA

- Designed the product **end-to-end** from scratch, contributing to successfully raising **\$500K** in funding.
- Worked cross-functionally to create the brand identity, design system, and AI-powered features
- Launching Soon!

Dalishang - Design Intern May 2024 - September 2024

Beijing, China

- Redesigned the company's app to align with a new game identity and style guide, producing 140+ high-fidelity UI screens that improved usability and boosted user satisfaction by 18.5%.
- Applied design thinking principles by conducting interviews and usability tests to uncover user pain points and guide iteration.
- Collaborated with developers to translate wireframes and prototypes into functional interfaces, ensuring consistency and scalability across the product.

ANTA China - Design Assistant June 2023 - September 2023

Beijing, China

- Partnered cross-functionally to design a new WeChat mini-program, transferring core functions from ANTA's official app into a streamlined version.
- Developed an MVP prototype to validate key user flows and test usability before full rollout.

COMMUNITY

CUBE - Director

Waterloo Kitchener

- Lead and manage Waterloo's student design incubator, overseeing multiple teams, projects, and community initiatives

EDUCATION

University of Waterloo
2023-2027

Global Business and Interaction Design Major with Co-op.

AWARDS

2nd Place – Rogers
UXperience Designathon
Top Project Feature –
Western President's
Startup Challenge
Best UX Design –
GeeseHacks 2024
Top 10 Finalist – Hack
the 6ix (Hack404)

SKILLS

Figma, Illustrator,
Photoshop, Adobe XD,
React, p5.js, Premiere
Pro, After Effects,
Sketch, Framer,
Whimsical, Miro, Zeplin

LANGUAGE

English-Chinese