

Silin Jia

Graphic & UI UX Designer

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EDUCATION

School of Visual Arts, New York

Sep 2020 - May 2024

- Bachelor of Fine Arts, Graphic & Interaction Design Major
- **GPA** 3.90/4.00 • 2021 Top 5% High Term Honors • 2022 Term Honors
- **Relevant Coursework:** Interaction & Communication Design (A), Interaction Design Portfolio (A), Experimental Coding (A), Design Media (A+), Augmented Reality (A+), Editorial Design (A), Type Design (A), Advertising Communication (A+), Graphic Design (A), Fabrication (A+)
- **Design Tools:** Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe AfterEffects, Spark AR, FontStruct, Wix, Wix Studio, 8th Wall Unity, Vuforia Engine, C# Scripting, p5.js, A-Frame, Slack, Trello
- **Design Skills:** User Research, Wireframing & Prototyping, Visual Design, Branding, Accessibility, User Persona Creation, Prototyping for Immersive Experiences (VR & AR), Web Design, Editorial Design, Type Design

WORK EXPERIENCE

Dot Point Capital *Proprietary Trading Fintech Startup*

Graphics & UI UX Design Intern New York, Remote

Feb 2024 - Present

- Directed the UX/UI design of a comprehensive competition module in collaboration with Icord Capital, slated for an April launch, incorporating an event calendar, personal dashboard, leaderboard, and backend management panels. Achieved delivery within an ambitious 3-week timeline, through iterative designs and constant collaboration with the product manager and a Morgan Stanley full-stack developer.
- Crafted engaging marketing materials based on brand guidelines for LinkedIn, Instagram, and Discord, boosting brand presence by 40% and user engagement by 25% through visually compelling designs and targeted content strategies.

Art & Science Research Center *Interdisciplinary Nonprofit Design Agency*

Freelance Editor New York, Remote

Aug 2023 - Jan, 2024

- Research and interviewed Julia Schwarz, key figure in the cross-disciplinary art and design industry, pioneering in the application of lichen in consumer foods. Therefore, edited and authored articles for published books: *Mook: Lichens*.

Design & Research Intern Beijing, On-Site

May 2023 - Aug 2023

- Initiated exhibition installation and graphic design collaboration with World Wildlife Fund on *Powered By Nature*
 - *Powering The Future* Exhibition. Proposal of two installation concepts, both aiming to provide visual aid for audience regarding sustainable energy and planet-friendly materials.
- Coordinated with the Embassy of Canada to China on exhibition and social media campaign and served as translator to Canadian Ambassador to China, for Mrs. Jennifer May to have a more profound understanding of the concepts and scientific background of the exhibition: *A Scientific World with Fancy Ideas*. Thus, establishing a connection with the Embassy of Canada for future collaborations.

PROJECTS

Around App - Intercity Transit Ticket Manager

Sep 2023 - Dec, 2024

- Conducted extensive qualitative user research at multiple stages of the project, applying feedbacks to wireframes, visual designs, and final prototype.
- Identified and targeted the issue with using public transportation in foreign countries. Designed accordingly to solve the problem using AI assisted questionnaires, visual transit aid, and transit guides.

Duolingo Math - Duo The Duel, Multiplayer Update

Apr 2023 - May, 2023

- Led the research on children's behavior study and expanded upon Duolingo Math's gamified solo equation solving user experience.
- Targeted the issue with single player mode and identified problems within the single player mode in Duolingo Math based on the research findings. Iterated the design accordingly.