# JOCELYN LIN / Senior Product Design Leader | AI Product Design

New York, NY | 917 892 7878 | Portfolio | LinkedIn |Email

Design and product executive with 20 years of experience driving revenue growth across Fortune 100/500 enterprises and high-growth startups. Proven leader in defining strategy under ambiguity, building and scaling products from 0→1, architecting scalable product systems, and translating AI capabilities into measurable commercial impact.

Hands-on AI product builder integrating generative AI into product workflows and working prototypes. Combines product design, systems thinking, and modern AI tools to rapidly prototype and launch AI-enabled experiences, with working knowledge of AI product architecture, prompt design, and backend integration.

## EXPERIENCES

### Senior Director of UX/UI | UNTUCKit

*New York, NY | 09/2021 – Present*

Executive partner to CEO to define ecommerce design strategy and product roadmap. Led cross-functional product and engineering collaboration to drive revenue growth under constrained marketing investment.

- Drove 23% YoY conversion growth amid a 50% marketing budget reduction by restructuring navigation architecture, PLP& PDP optimization—lifting PDP revenue 37% and Top Nav/PLP revenue 23%.
- Transformed underperforming search into an AI-driven revenue engine, achieving 10.1% conversion and $890K incremental quarterly revenue.
- Led Verizon B2C partnership creating new enterprise revenue stream
- Scaled design operations with a centralized design system, cross-channel metrics, and A/B testing frameworks; mentored emerging leaders and unified omni-channel experiences across marketing, retail, and clienteling

### Director of UX/UI, Corporate Vice President | New York Life Insurance

*New York, NY | 07/2020 – 09/2021*

Led enterprise design for NYL.com, overseeing 20+ FTE across two external agencies while managing internal design operations.

- Defined enterprise-wide digital design strategy for NYL.com, aligning marketing, product, and engineering across multiple digital channels and external agency partners
- Built design governance framework streamlining agency coordination and operational efficiency
- Elevated team capabilities through strategic hiring and mentorship programs

### Manager of UX/UI | Visionet Systems

*New York, NY | 05/2018 – 06/2020*

Scaled agency's UX practice from 1 to 7 enterprise clients, generating $2M revenue in 18 months and driving 45% year-over-year growth through ecommerce redesigns.

- Led ecommerce redesigns for Regeneron, Rebecca Taylor, Parker NY, and Mattress Firm across Magento, Salesforce, and Shopify platforms
- Built and mentored 5-person design team, establishing scalable workflows and delivery standards

### Senior Interaction Designer | Ralph Lauren | 09/2013 – 05/2018

Led brand's first watch ecommerce site generating $7M in limited edition sales, created Olympics digital campaigns, and led UI migration to Salesforce Commerce Cloud.

### Senior Web Designer | Condé Nast | 08/2010 – 08/2013

Designed digital runway and editorial experiences for flagship brands, mentoring junior designers.

### Web Designer | Macy's.com | 08/2006 – 08/2010

Redesigned women's accessories microsites, increasing conversion 28% through data-driven UX optimization.

**Founding Designer | LePrix | 10/2010 – 10/2014**
Co-created digital platform from ground up, defining brand and product vision that drove 785% year-over-year growth.

## SKILLS & TOOLS

### Executive Leadership & Strategy:
Strategic Roadmapping | Design Operations (DesignOps) | Cross-Functional Alignment | Stakeholder Management (C-Suite) | OKR/KPI Definition | P&L Impact & Budget Management | Agile/Scrum

### Talent & Team Maturity:
Hiring & Mentorship | Team Development & Training | Agency Management | Metrics-Driven Storytelling

### Product & UX Architecture:
Design Systems | AI/ML Personalization Strategy | Information Architecture & Wireframing | Advanced A/B Testing Strategy | User Research & Usability Testing | UX/UI & Interaction Design | Prototyping

### Technical Proficiency
AI Agent Development | Figma / FigmaMake | Framer | Lovable | Supabase | Claude API / Claude Code | ChatGPT | Adobe Creative Suite | Asana | HTML/CSS | Google Analytics | Quantum Metric | Contentsquare | Dynamic Yield | Shopify | Notion AI | Jira & Confluence

## EDUCATION & CERTIFICATIONS
- Reforge — Product Strategy, Growth, and AI
- Nielsen Norman Group — UX Management Specialty Certificate
- Design Lab UX Academy — User Experience Design Certificate
- Rhode Island School of Design — Advertising & Design Certificate
- Boston University — B.S. in Communication