

HUILIN JIN

Product & Growth Designer

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EXPERIENCE

Product & Marketing Director

ACRE NY | New York, NY | Feb 2025–Present

- Led product strategy, UX, and development of an integrated CRM and transaction platform, connecting lead intake, pipeline tracking, and transaction handoffs; launched in 60 days and reduced manual processing time by 40%.
- Directed digital marketing across 8 property launches, translating positioning into coordinated websites, campaigns, and sales materials; aligned creative direction and delivery across project stakeholders to accelerate marketing delivery by 30%.
- Designed and launched a unified administrative operations platform spanning employee lifecycle management, document approvals, and financial workflows; introduced role-based workspaces, guided checklists, and automated handoffs to reduce administrative workload by 50%.

Product & Marketing Designer

OSSC Group | New York, NY | May 2023–Feb 2025

- Led development of a multiservice app connecting housing, healthcare, and other services, increasing platform adoption by 35% and retention by 50%.
- Partnered with product teams, clients, and stakeholders through monthly workshops to prioritize user journeys and refine product requirements, aligning design decisions with user needs and business goals.
- Led branding and marketing for 10+ services and key events, increasing event attendance by 45% and adding over 90,000 social media followers within 3 months.

Product Design Intern

Ziggurat Technologies | New York, NY | May–Aug 2022

- Co-designed consumer products, including Zivolve, a cloud-based AI finance app, increasing global user engagement by 50% and retention by 30% across web and mobile.
- Built a unified design system for iOS and Android, defining reusable components and interaction patterns to support consistent product experiences and increase brand recognition by 15%.
- Coordinated cross-functional product launches for institutional customers, contributing to a 25% improvement in user satisfaction as measured by NPS.

Product Designer

MonSecret | New York, NY | Jan–Apr 2022

- Redesigned and optimized an accessories e-commerce website, increasing sales revenue by 35% and order placements by 62.5% within 3 months.
- Partnered with developers to implement designs and uphold usability standards, contributing to a 20% increase in repeat customers.
- Conducted user acceptance testing (UAT) to validate design implementation and guide ongoing product improvements.

Product Design Intern

Tencent | Beijing, China | May–Aug 2021

- Designed the Tokyo Olympics experience for Tencent Video, achieving a 37% click-through rate and a 15% increase in views.
- Collaborated on Olympic content experiences for WeChat Channels, translating campaign goals into content layouts and interaction flows that supported user engagement and business objectives.
- Created accessible prototypes using Tencent’s design system, maintaining visual consistency and alignment with brand guidelines.

EDUCATION

School of Visual Arts BFA in Design | May 2023 · GPA: 3.90/4.00 · High Term Honors

EXPERTISE

Product & Design Product Strategy · End-to-End Product Design · Interaction Design · Information Architecture · User Flows · Wireframing · Prototyping

Growth & Research Growth Design · Visual Strategy · Brand Positioning · Go-to-Market Strategy · User Research · User Interviews · Usability Testing

Leadership & Delivery Cross-Functional Collaboration · Stakeholder Management · Design Handoff · Workflow Automation · AI-Assisted Development

Tools & Development Figma · Adobe Creative Suite · Claude Code · Codex · Jira · Miro · HTML/CSS · JavaScript

Languages English · Mandarin · Korean