Lynette Shen

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Product designer passionate about the digital world, with a love for creator tools and interaction design.

PROFESSIONAL EXPERIENCE

Blinkle AI - UXUI Designer   **January 2026 - Present**
Toronto, ON

- Sole designer, currently developing new UI for the product's second launch and contributing to upcoming product iterations.

LovedIn - CFD   **September 2025 - Present**
Toronto, ON

- Designed the product as a **founding designer**, applied design thinking, wireframing, prototyping, and rapid iteration to shape our product.
- Worked cross-functionally to create brand identity, design system.
- **Supported** the startup in fundraising through product storytelling and pitch-ready designs

ANTA Sports – Design Intern   **May 2024 – September 2024**
Beijing, China

- Redesigned the company's app to align with a new 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
- Collaborated with developers to translate wireframes and prototypes into functional interfaces, ensuring consistency and scalability across the product

INVOLVMENT

UW CUBE Student President; Velocity Cornerstone W25, UWUX FUSE Designathon F24, uXperience Design Jam F24 + W25, Socratica F24/W25/F25 + Symposium 2025, Mosaic Innovation Challenge 2025

2nd Place — Mosaic Innovation Challenge (2025); 1st Place — Identity Category & 2nd Place Overall

HIRE ME BECAUSE...

i know how to do...   UX/UI design, wireframing, prototyping, interaction design, usability testing, user research, product thinking, visual design, design systems, cross-functional collaboration, and rapid iteration.

I can use...   Figma, FigJam, Framer, Webflow, Miro, Microsoft Teams, Copilot, video editing tools, and product management workflows.