

Lynette Shen

[My portfolio :\)](#)

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EDUCATION

University of Waterloo 2023–2027: Global Business and Interaction Design with Co-op

PROFESSIONAL EXPERIENCE

Binkle AI - UXUI designer

Jan 2026 - Present

- Currently building internal tools to help students create resumes. Led the design of the website landing page and contributed to the subscription strategy.

LovedIn - Co Founding Designer

Sep 2025 - Jan 2026

- Design lead for product interfaces, overseeing evaluation and wireframing.
- Worked cross-functionally to develop the brand identity and design system.
- Contributed to startup fundraising through compelling product storytelling and investor-ready design assets.

China Mobile - UXUI Intern

May 2024 - Sep 2024

- Optimized China Mobile's app marketplace usability, Overall user experience was improved by 20%
- Simplified the app request and approval process by introducing a self-service workflow.
- Helped standardize icons and layout to create a more consistent and user-friendly interface.

Dalishang - UXUI Intern

May 2023- Sep 2023

- 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%
- Work with people across Japan, China, Saudi Arab and Canada.

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

SKILLS & TOOLS

Figma · Sketch · Adobe Creative Clouds Zeplin · HTML/CSS · JavaScript · Jira Data visualization ·

User Research · Prototyping · Personas · Affinity Diagrams · Workshopping · Information Architecture