

ANGELA LIN

angelalinzm.com

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ABOUT

Product designer focused on translating complex AI systems back into intuitive, human-centered experiences.

EDUCATION

Northeastern University
December 2023

B.S. in Entrepreneurial Start-Ups and Experience Design

SKILLS

UX/UI Design
Information Architecture
AI Design
Wireframing
Design Thinking
Product Management
User Research
Graphic Design
Feature Innovation

TOOLS

Adobe Suite
Microsoft Suite
Google Suite
Figma
Claude Code
Cursor
HTML/CSS
Confluence/Jira
Miro

Product Designer

Copley *AI Marketing Agent Platform for B2B/B2C Brands*

May 2024 - April 2026 Boston, MA

- Owned product design as the sole designer for a 0 to 1 AI marketing start-up, partnering closely with executives to define product strategy
- Designed end-to-end workflows for generating, editing, and launching marketing content across ad platforms
- Translated complex AI capabilities (agents, image/video generation) into intuitive, production-ready user experiences
- Structured information architecture and design systems for scalable AI marketing workflows
- Balanced technical constraints and user feedback with UX to deliver usable solutions in a rapidly evolving AI environment

UX/UI Designer

Pasito *Y Combinator-backed Fintech/HR Communications Start-Up*

June 2021 - Dec. 2023 Boston, MA

- Crafted MVP prototype, guiding design from concept to development
- Introduced and led design thinking workshops to innovate and generate ideas
- Collaborated with founders and stakeholders to refine sketches, wireframes, and prototypes
- Led the redesign of Pasito's website, working with developers to reflect mission
- Directed extensive user testing (20+ interviews), including A/B tests

Product Management and Design Co-op

Smartleaf *Automated Portfolio Rebalancing Platform*

Jan.- June 2023 Boston, MA

- Devised research plans for key features in the Advisor Portal
- Managed and documented new feature development for handoff
- Updated and innovated on UX designs within the Smartleaf platform
- Analyzed 1,000+ data points from 30+ financial clients to inform product decisions