

Jenny Lin

Product Designer, San Francisco

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EXPERIENCE

Crunchbase / Senior Product Designer

Mar 2022 to Jun 2026

- Sole designer on the P&P team, responsible for the self-serve flow that drives 80% of ARR.
- Replaced multi-step buyflow with a single payment modal, increasing trial starts by 5% in 4 weeks.
- Built an AI-simulated user testing workflow in Claude, cutting a 12-week A/B test to 3 weeks; adopted by design team.
- Partnered with PMs, engineering & sales to redesign the global navigation & upsell system for the AI launch, adding \$113K+ in the sales pipeline in 35 days.

Deutsche Bahn / Product Designer (Contract)

Jul 2020 to Mar 2022

- Designed an internal data visualization tool to help the Deutsche Bahn data team analyze and present train time data.
- Reduced time-to-insight for performance analysis by 65%.

MONCXIII / UX Designer (Freelance)

Aug 2018 to Jun 2020

- Redesigned e-commerce site, delivering a new navigation system and refined UI that improved usability and reinforced brand identity.
- Increased average session duration by 82% and decreased bounce rate by 16% within one week of launch.

NYC Department of Education / UX Consultant

Mar 2017 to May 2017

- Led user research and delivered feature recommendations for School Finder NYC, a web application supporting over 80,000 students.
- Designed Admissions Guide feature addressing equity gaps for low-income families lacking external resources.

TOOLS & SKILLS

Skills: Product Design, AI, User Research & Testing, User Flows, Prototyping, Design Systems

Tools: Figma, Codex, Notion, UserTesting, Loom, Slack

EDUCATION

Stony Brook University B.A. Asian American Studies