Hao Lin

Full Stack Lead Product Designer

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SUMMARY

Lead Product Designer with 15 years of experience across large consumer platforms and early-stage startups. Proven track record leading complex, high-impact initiatives in e-commerce, ed-tech and media. Expert in translating business goals and user insights into scalable, data-informed experiences that serve millions of users and drive measurable business growth.

EXPERIENCE

Lead Product Designer
Bath & Body Works / Remote / Apr 2024 - Feb 2026

• Led UX for customer account experiences, including sign-in/sign-up, account settings, rewards wallet, and My Favorites; later led exploration UX spanning the homepage, category pages, global navigation, and related discovery surfaces—elevating mobile and desktop web experiences for 30M+ customers.

• Partnered closely with cross-functional teams to deliver major web transformation initiatives, including e-commerce replatforming, app-to-web design alignment, and homepage redesign—strengthening user experience, brand positioning, and business performance.

Senior UX/UI Designer
Paramount / New York / Mar 2023 - Feb 2024

• Led the redesign of Noggin.com, partnering with Marketing, Learning, Product, Engineering, and external vendors to define and execute an optimized content and growth strategy to elevate user experience across devices and drive user acquisition, conversion, and retention.

• Drove a user-centered, data-informed design process through continuous research, testing, and iteration. Evolved the Noggin design system and guidelines to improve consistency, scalability, and cross-team efficiency.

Lead Product Designer
Barnes & Noble Education / New York / Sep 2021 - Dec 2022

• Led end-to-end product design for the bartleby Learn experience to drive growth and retention; partnered cross-functionally to launch key features including Student Home, Practice Pack, and Micro Explainers.

• Led UX research and testing across multiple initiatives, collaborating with researchers on surveys, personas, and journey maps across bartleby products; partnered with the Creative Director and Design System Lead to revamp the bartleby design system, improving consistency and cohesion.

Lead Product Designer
Betta Design Lab / New York / May 2018 - Sep 2021

• Provided end-to-end product design services for both large companies and early-stage startups. As the sole lead product designer, successfully brought multiple web and mobile products from concept to launch under tight timelines, including Avela Match, Avela Exploration, and the Hantok Chinese Learning App.

• Delivered marketing design services to boost product awareness, enhance brand image, improve user engagement, and drive growth.

Senior Digital Designer
IAC Applications / New York / May 2010 - Apr 2018

• Led UI/UX design of multiple successful IACA web products with cross-functional teams. Contributed to the design and development of the highly complex internal design and marketing analytics platform.

• Led marketing landing page and social media ads design for numerous IACA products to drive business growth through a data-driven approach.

Web Designer
Nickelodeon / New York / Oct 2007 - Mar 2010

• Designed numerous highly engaging Nickelodeon web pages and marketing materials. Worked on Nick.com redesign and managed the design system.

SKILLS

Team Leadership
• Design Thinking
• Content Strategy
• Growth Strategy
• Cross-Functional Alignment

Experience Design
• User Flows
• Interaction Design
• Wireframing
• Prototyping
• Design Systems
• UX Writing
• Accessibility

UX Research
• Competitive Analysis
• User Survey & Interview
• User Persona & User
  Journey Mapping
• Usability Testing

Data Analytics
• A/B & Multivariate Testing
• KPI Definition
• Metrics Interpretation

TOOLS & TECHNOLOGIES
• Figma
• Generative AI
• Figjam/Miro
• Visily/UX Pilot
• Adobe Creative Suite
• UserTesting/Hotjar
• Adobe Analytics
  /Quantum Metric
• HTML/CSS
• Jira/Confluence

EDUCATION
MS / Immersive Media and Game Design
Indiana University Bloomington / 2005-2007

CERTIFICATE
IBM & SkillUp
Generative AI for UI UX
Design / 2026

Google
AI Professional / 2026

LANGUAGES
English (Fluent)
Chinese (Native)