RACHEL LIN

Product Designer

(415) 662-1043
rachelanlin@gmail.com
United States, Brooklyn, NY

PROFESSIONAL SUMMARY

Creative Narrative Designer specializing in branching dialogue, interactive storytelling, and emotional pacing across multiple game genres. Adept at crafting engaging dialogue trees, lore documentation, and immersive in-game text that enhance player experience.

Portfolio: https://rachellinstory.com

EDUCATION

Bachelor of Arts in Cognitive Science with a Minor in Political Economy

University of California / Graduated: May 2020

- Relevant coursework: Human-Computer Interaction, Linguistics, Decision Sciences
- Senior thesis: “Narrative Structures and Player Agency in Interactive Media”

Certifications

- Certified Usability Analyst — March 2022
- Interactive Narrative Design Workshop — September 2021

SKILLS

Branching Dialogue Design	Expert
Character and Plot Development	Expert
Interactive Fiction Scripting	Expert
Narrative Documentation	Expert
Voiceover Script Writing and Direction	Expert

AWARDS

- Best Narrative Design, Indie Game Expo — 2023
- Excellence in Interactive Storytelling, UC Berkeley Digital Arts Showcase — 2020

LANGUAGES

- Mandarin Chinese (Fluent)

EXPERIENCE

2021 - Now

Product Designer
Cisco Systems / Brooklyn, NY

- Lead design of offer-based features for CX & PX Cloud platforms.
- Champion sustainability integration, improving environmental impact.
- Collaborate closely with engineering, marketing, and product teams to align design with strategic goals.
- Facilitate iterative design sessions using data-driven feedback to refine narrative-related UI elements.

2020 - 2020

Product Design Intern
Mayv / Berkeley, CA

- Conceptualized a mobile health app targeting individuals with chronic pain, emphasizing holistic medicine management.
- Conducted user testing sessions to validate interaction flows and narrative clarity.

2019 - 2019

UI/UX Design Intern
Cisco Systems / San Jose, CA

- Designed mobile alert systems for network security, enhancing real-time communication to network engineers.
- Engaged in usability testing and iterative revisions based on user feedback.

2018 - 2018

UI/UX Design Intern
cashbot.ai / Berkeley, CA

- Supported branding efforts by redesigning the company landing page and crafting consistent visual identity elements.
- Collaborated with marketing and development teams to optimize site layout and improve user engagement.