Claire Lin

Product Designer

clairelinart1997@gmail.com | theclairelin.com

Softwares

Product Design & Prototyping: Figma Make, Cursor, Claude

Design: Figma, Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro, InDesign)

AI: Muse AI, Meta AI, GPT Image, Midjourney, Runway, Krea AI, Higgsfield, Seedance, Omni

Skills

Brand Design
Interaction Design
User Flows
Visual Systems
Motion Design
AI Prototyping
Team Leadership
Cross-Functional Collaboration

Languages

English
Mandarin Chinese

Experience

Meta

AI Creative Team Lead, Media & Prompting | Aug 2025 – Present

- Translate user needs and visual insights into actionable feedback to improve Muse AI through creative prompting and quality evaluation.
- Design and prototype internal workflows to address team pain points and improve AI training and evaluation in collaboration with cross-functional stakeholders.
- Promoted to lead a team of 4, defining evaluation standards and documentation in collaboration with cross-functional stakeholders.

Freelance

Product & Brand Designer | Nov 2024 – Present

- Design digital product experiences across UX/UI, interaction, and brand design, turning concepts into intuitive experiences.
- Develop product flows, interactive prototypes, and visual systems, iterating on product direction to balance usability, functionality, and brand consistency.

Retell AI

Motion Designer | May 2025 – Jun 2025

- Designed motion-led product experiences for an AI voice-agent platform, translating complex technical capabilities into clear, engaging product communication.
- Developed interactive website experiences and product storytelling to help users understand product value and key features.

Cummins & Partners Advertising Agency

Brand Designer | Jun 2024 – Aug 2024

- Translated brand strategy into visual systems and guidelines for hospitality brands across digital and marketing touchpoints.
- Developed visual concepts and design assets to strengthen brand consistency and customer-facing experiences.

Zhang Fei Advertising Agency

Visual Designer | Jul 2022 – Sep 2022

- Developed visual concepts and campaign assets for product launches across social and digital channels, translating product positioning into accessible brand communication.

Education

Savannah College of Art and Design

MFA Motion Media Design
Graduated 2024

Wenzao Ursuline University of Languages

BFA English Literature
Graduated 2019

UC Berkeley

Summer Program - Film Studies
Summer 2017