

GENDA LIN

DESIGN DIRECTOR / CREATIVE TECHNOLOGIST

Human-Centered AI · Digital Products · Design Systems · Computational Design · Brand Experience

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PROFESSIONAL SUMMARY

Design Director and creative technologist with 15+ years leading digital products, design systems, brand experiences. Combines anthropology-informed research, systems thinking, and hands-on design to translate complex technologies and human needs into clear, useful, scalable experiences. Applies computational prototyping, NLP, semantic analysis, data visualization, and AI-augmented workflows to uncover behavioral patterns, test interaction models, and shape product direction.

CORE CAPABILITIES

Design Leadership · Human-Centered AI · Product and Experience Strategy · Design Systems · UI/UX · Interaction Design · Computational Prototyping · Design Research · Systems Thinking · Technology Storytelling · Brand Systems · Data Visualization · NLP and Semantic Analysis · AI-Augmented Workflows · Cross-Functional Leadership · APAC and China Market Expertise

PROFESSIONAL EXPERIENCE

Independent Design Consultant | 2024–Present

Lead design and innovation engagements for manufacturing, consumer and service organizations expanding internationally, including Haidilao, BASF, and Yum China. Translate business ambition, customer behavior, and cultural signals into product, service, brand, and experience strategies supported by scalable systems and prototypes.

Research computational design, NLP, semantic analysis, and data visualization. Build AI-augmented tools that transform sources such as Google Reviews into patterns of customer needs, perception, service quality, and market opportunity.

frog design

Design Director | 2017–2023

Led product, experience, and creative direction for global consumer and enterprise organizations across APAC and Europe, including Disney, Ford, KFC, LEGO, L'Oréal, Michelin, Shiseido, vivo and Volkswagen.

- Directed programs from research and cultural insight through concept development, interaction models, design systems, prototyping, implementation, and launch across digital products, services, connected environments, and brand ecosystems.
- Led and mentored 15–20 designers while partnering with product, engineering, research, strategy, marketing, operations, and senior leadership. Established recruiting, critique, quality, portfolio, and delivery standards.
- Led KFC / Yum China's digital restaurant transformation across ordering, membership, mobile, in-store service, and operations. Adopted by 50+ new stores and scaled across 7,000+ locations, the model increased digital

ordering from 10% to 65% and supported a No. 1-ranked China iOS app launch.

- Directed Ford China's next-generation EV cockpit program in 13 weeks, defining research insights, experience principles, interaction and visual systems, a 27-inch HMI, prototypes, motion, and product storytelling.

- Developed frameworks for AI-enabled learning, mobility, financial services, and digital transformation.

Benesse's program contributed to a 10% increase in new-curriculum subscriptions; SPD Bank's AI digital-human initiative received 2019 WAIC SAIL TOP30 recognition.

Eastern Online

Partner / Design Director | 2016–2017

Built and led an eight-person design strategy and experience practice connecting research, business development, product thinking, and creative execution. Directed Michelin China's digital sales platform and experience system across WeChat, dealer communication, training, visualization, and launch content. Reframed technical selling around customer needs; the platform launched across eight regional offices, reached up to 90% usage, and replaced fragmented print materials with a scalable digital system.

iTutorGroup

UX Director | 2015–2016

Led an 8–10-person design team for an AI-assisted learning platform serving approximately 30 million learners across China and global markets. Directed product experience, interface language, design-system practices, and web and mobile workflows. Partnered with product, engineering, data, sales, customer service, and business teams to shape AI-assisted tutoring, onboarding, booking, live learning, and support journeys. Used research, behavioral data, A/B testing, and performance metrics to improve consistency, conversion, retention, and trust.

IDEO

Senior Designer | 2014–2015

Created insight-driven digital products and experience strategies across mobility, education, digital transformation, and mobile services, working hands-on across research, branding and marketing, interaction design, interface systems, prototyping, validation, and stakeholder storytelling.

Tencent

Senior Design Lead | 2013–2014

Led a seven-person in-house mobile design team for a top-five China e-commerce platform serving 10M+ users. Defined mobile strategy, interaction models, interface systems, visual principles, and prototypes with product and engineering teams.

EDUCATION

Columbia University, New York — M.S. in Computational Design Practices, 2025

Parsons School of Design, New York — M.F.A. in Design and Technology, 2011

TOOLS & METHODS

Adobe Creative Cloud · Figma · Python · HTML/CSS · JavaScript · NLP & Semantic-analysis Workflows · Data Analysis & Visualization · AI Creative Models · Computational Prototyping

LANGUAGES

Mandarin Chinese : Native · English : Professional Proficiency · Japanese : Basic