

Elizabeth Lin

Product Design Manager & Educator

Brooklyn, NY
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EDUCATION

University of California, Berkeley (2011-2014)

Bachelor of Arts in Computer Science

JUST FOR FUN

Personal projects

- *Design is a Party*: A blog with my writings & musings on design mentorship and education.
- *Fontguesser*: An educational Google Font guessing game that has over 2,500 plays.
- *Templates by Liz*: A collection of Notion templates I designed for planning things like weddings and group trips.

TEACHING

Speaking & events

- Recurring Guest Lecturer, Stanford University
- Speaker, *Typography 101* with Discord community Design Buddies
- Volunteer Teacher, Inneract Project
- Speaker, *Beyond the Bubble: Developing the next generation of designers* for Config
- Organizer, *Key Challenges in Ed-Tech Roundtable* for SF Design Week
- Organizer, *Leaders in Design + Education* for SF Design Week

2023-NOW

Founder & Chief Princess of Education, Design is a Party

I decided to leave my job to pursue my dream of building an alternative design school!

- Launched a self-paced and interactive 2-course series called *The Art of Visual Design (Elizabeth's Version)* powered by a learning platform I built.
- 200+ students have enrolled since the launch in November 2023.
- 1,500+ downloads on my digitally published resources: *Elizabeth's Portfolio Guide*, *Elizabeth's Job Tracker*, and *Elizabeth's Declassified Guide to Product Design*.
- Led design workshops with 100+ attendees including *The Art of Typography* and *Elizabeth's Case Study Workshop*.
- Grew an online audience from 0 to 30k followers across Instagram & TikTok.

2020-2023

Founding Designer & Manager, Primer

- Founded and hired the Primer design team from the ground up.
- Established team design process, user research, and set the bar for design quality.
- Managed Primer's internship program and the design team.
- Led product & design strategy for key initiatives including Primer Clubs, Rooms, Pursuits, and Journals.

2019-2020

Experiential Learning Design Manager, Lambda School

- Led the experiential learning design team of 2 design managers.
- Oversaw design portfolio and program quality for 100+ UX design students.
- Mentored students to land roles at companies like Shopify, Disney+, and Chase.
- Architected scalable remote design feedback systems.
- Designed & developed 5+ months of curriculum for the UX design program.

2015-2019

Senior Product Designer, Khan Academy

- Led cross-team initiative to develop and implement new visual design system.
- Spearheaded design of new classroom experience from ideation to launch.
- Created classroom pilot program with over 60 teachers.