

SERENA LIN

Senior Product Designer with 8+ years designing connected mobile, hardware, and AI-powered experiences. Experienced leading end-to-end UX from concept through launch, creating intuitive interactions, scalable design systems, and seamless cross-device experiences.

Portfolio [SerenaLin.Design](#)

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PROFESSIONAL EXPERIENCE

Toast, Inc. – Senior Designer, UX, Commerce

APRIL 2022 – PRESENT

- Lead end-to-end UX across Toast's Android-based POS platform, Toast Now mobile app, and web experiences, designing device onboarding and setup through interaction models, cross-device flows, and reusable UX patterns.
- Redesigned onboarding information architecture across Toast device knowledge base, transforming fragmented content into a scalable knowledge system that supported global expansion.
- Build Toast's first scalable design system for Flex hardware, establishing reusable components, interaction patterns, and visual guidelines across products.
- Redesigned payment interactions across POS devices, improving checkout completion by 53% while reducing user friction throughout the in-store experience.
- Led 0→1 multimodal AI experiences, designing conversational workflows that improved onboarding efficiency while integrating AI naturally into daily product interactions.
- Designed task-oriented on-device experiences by shifting to intuitive self-service guidance, reducing printer support tickets and supporting a roadmap goal of reducing 25.1% in Q3, and overall help tickets by 40% by 2026.
- Conducted 30+ field studies with business operators and customers to uncover usability issues, validate interaction concepts, and influence product strategy across hardware and software.
- Core designer for Flex 3 hardware, partner across Product, Engineering, Operations, Manufacturing, and Customer Success to define product direction, align technical constraints with user needs, and deliver end-to-end experiences across multiple device ecosystems.

Peloton Interactive – Hardware Product Designer

DEC 2020 – FEB 2022

- Established Peloton's first cross-product design language system, creating a unified framework for form, materials, interaction principles, and experience consistency across hardware categories.
- Designed connected fitness experiences across hardware and digital touchpoints, contributing to Peloton's strength training ecosystem from concept through production.

TTI Floor Care – Industrial Designer

AUG 2018 – NOV 2020

- Designed consumer hardware experiences from concept through production, balancing user needs, engineering constraints, manufacturing requirements, and business goals.
- Collaborated across industrial design, engineering, UX, and marketing to deliver commercially successful products for global markets.
- Created Hoover's first design language framework, aligning product teams, leadership, and external partners around a shared design vision.

EDUCATION

MIT Computer Science and Artificial Intelligence Laboratory (CSAIL)
Certificate -HCI for User Experience Design
2019

Savannah College of Art and Design
MA -Industrial and Product Design
2015 – 2018

Donghua University
BE-Industrial and Product Design
2011 – 2015

CORE EXPERTISE

Product Design

Product Strategy
Platform Design
System Architecture
Service Ecosystem Design
Multi-Device Experiences
Design Systems

AI & Emerging Experiences

Multi-modal Interaction
Prompt Design
AI-Assisted Experiences
Conversational UX
Human-AI Interaction

Research & Validation

User Research
Product Testing
Experiment Design
Usability Evaluation
Service Blueprinting
Journey Mapping
Opportunity Discovery

Prototyping & Delivery

Figma
Miro
AI-assisted Product Design
Adobe Illustrator, Photoshop