Lina Lam

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Experience

**Helicone AI
(YC W23)**

Dec 2023 — Present

Founding Product Designer & Growth

- Led Helicone's rebrand into an enterprise platform, **landing clients like Robinhood, Duolingo and Singapore Airlines** with a cohesive brand identity and conversion-optimized landing pages.
- Led end-to-end design of Helicone's core workflows—Sessions, Experiments, and Prompts—that **increased free-to-paid conversion by 3.6%**, contributing over **6 figures in new MRR**.
- Built and scaled Helicone's SEO + GEO content strategy from the ground up, growing organic traffic by **10,000%** and making it the **#1 most-referenced LLM observability platform** in AI search.
- Overhauled developer experience, including filters, request drawer, and onboarding, which **reduced user drop-off by 25%** and improved time-to-value for technical users.
- Led Helicone's Product Hunt launch, earning **#1 Product of the Day** and **#2 open-source project** second to Meta's LLaMA—resulting in a major spike in brand visibility, GitHub stars, and signups.

Intuit, TurboTax

Jan 2023 — Apr 2023

Product Designer

- Led UX research, product strategy, and end-to-end design for TurboTax's new First Home Savings Account experience, driving clarity in complex tax flows and **reducing support inquiries by 15%**.
- **Accelerated FHSA product development by 6 months** by leading early-stage collaboration across product, engineering and compliance, surfacing 20+ high-impact opportunities for faster rollout.
- Scoped customer experience research for tax-season priorities; developed comprehensive research plans that contributed to **~15% customer growth** for TurboTax's Assist & Review and Full Service.

**Epic Games,
Unreal Engine**

May 2022 — Sep 2022

UX Engineer

- Designed and shipped the theme-sharing feature in Unreal Engine 5.1, enabling users to effortlessly share themes and **cutting customization time by 80%**, significantly enhancing accessibility.
- Synthesized findings from 10 interviews with neurodivergent users to define Unreal's accessibility standards, shaping MVP scope and **influencing the product roadmap across 4 teams.**
- **Led a high-profile design panel** on "Emotional Design in Gaming" in collaboration with senior Fortnite designers, **engaging 50+ designers** across Fortnite, Rocket League, and Metahuman teams.

General Motors

Sep 2021 — Apr 2022

Product Designer

- Led design and development of a workload management dashboard that improved cross-team visibility at General Motors, resulting in a **350% increase in adoption** across engineering teams.
- Conducted and synthesized **20+ in-depth UX interviews**, delivering actionable insights that shaped **6 high-impact innovation projects** for the Model Year 2023 vehicle lineup.
- Developed a real-time 3D prototype in Unreal Engine to simulate an immersive in-vehicle experience, resulting in a **300% improvement in rendering speed.**

Education

University of Waterloo, Bachelor of Computer Science

2018 — 2023

Skills

- HTML/CSS
- TypeScript
- React
- Figma
- Webflow
- SEO
- Service design
- Storytelling
- Data analysis
- Visual design
- User interview
- Public speaking
- Product strategy
- Interaction design
- Data visualization