

EDUCATION

ArtCenter College of Design

M.F.A Media Design

Sep.2019 - Expected Apr. 2022

Pace University

B.B.A Advertising and Integrated Marketing Communications

Sep.2016 - May. 2019

PATENTS

Augmented Reality Invention Patent / No. CN112966143A

Filed Apr. 28, 2021

SKILLS

UX METHODS

Contextual Inquiry, Persona and Scenarios, Competitive Analysis, Rapid Prototyping, Usability Testing, Wireframe, Storyboarding, A/B test

SOFTWARE

Adobe Creative Suite, Sketch, Figma, Principle, InVision, JavaScript, Blender, Unity, Python, HTML, CSS

EXPERIENCE

Alibaba Group (No.1 Tech Company in China)

Jun. – Sep. 2021

UX Design Intern

Hangzhou, China

- Led the end-to-end design process for an interactive mini-game feature that increased customers engagement by 54% for the live shopping App.
- Conducted competitive analysis and user research for novel small business streamers; tested and iterated prototypes with users to validate design solutions for beginner accessibility.
- Collaborated with cross-functional partners to launch homepage shortcut, increasing daily usage by 30%.

Bytedance (TikTok's Parent Company)

Jul. 2020 - Apr. 2021

Product Design Intern

Beijing, China

- Worked in the education design team and supported multiple products, including remote teaching tools, in-class training games, in-app store system, event pages, document review function.
- Delivered new security features for children's education app by creating wireframes, user flow, and high-fidelity prototypes using Figma; improved positive feedback by 34%.
- Conducted interviews with researcher and observed child user behavior to develop user journey map; defined pain points and opportunities for design strategy.
- Designed, prototyped, tested, and delivered an online learning feature for an English education App; increased Monthly Active Users by 27%.

Bytedance (TikTok's Parent Company)

Jul. - Sep. 2019

Product Design Intern

Beijing, China

- Owned the redesign process of on-boarding features for a News App.
- Conducted competitive analysis; ran brainstorming sessions and peer design critique workshops, and worked closely with cross-functional partners.

PROJECT

Salesforce x ArtCenter College of Design

Jan. - Apr. 2021

Team Leader

Pasadena, CA (remote)

- Led the design team and recreated Dreamforce's virtual gathering experience; gained 100% client satisfaction rate.
- Applied Salesforce Design system into UX prototype to enhance and intensify branding awareness.
- Counteracted observed user pain points by generating incentives in an App rewards system.