

EDUCATION

ARTCENTER COLLEGE OF DESIGN

Master of Fine Art
Media Design Practices
2020 - expected Apr.2022

TONGJI UNIVERSITY

Bachelor of Engineering
Industrial Design (Digital Media Track)
2014 - 2019

University of California, Berkeley

Summer Program
2017

AWARDS

Chinese Collegiate Computing Contest
2018 (CCCC)-Mobile Application
Innovation Contest, Third Price, 2018

3rd Youth-Shanghai International Digital
Creation Innovation & Entrepreneurship
Competition, Second Price, 2019

Outstanding League Cadres, 2017

SKILLSET

DESIGN & PRESENTATION

- > UX Methods: Observation, User Journey Map, Personas, Stakeholder Maps, Wireframing,
- > Survey, Interview, Storyboard, Rapid Prototyping

SOFTWARE

- > Sketch, Figma, Flinto, Principle
- > Adobe Suite (PS,AI,XD,AE,PR)
- > Unity, C4D, Blender, Rhino
- > Microsoft Office

EXPERIENCE

Shanghai International Institute of Design & Innovation

Research Design Intern | Shanghai, China | Mar.2019 - Jun.2019

- Created a sustainable design system for indigenous cultural preservation and celebrations, including a crowdfunding platform, exhibition VI systems and cooperative events guidelines.
- Conducted in-depth interviews of local farmers, field researches of cultural resources, synthesized findings to influence co-design strategies for trust-building process.
- Partnered with about 20 urban planners, architects to contribute design directions for the local community within limited budget.
- Planned an exhibition, reported by local news, visited by several entrepreneurs and government staffs.

Center of Digital Innovation (CDI), Tongji University

UX Design Intern | Shanghai, China | Jun.2018 - Oct.2018

- Led the design process of educational screen-based games using Sketch, including creating children-friendly storytellings, prepared low-fidelity prototypes, conducted playtests and iterations.
- Ideated and developed entertaining features, wireframes, interactions from scratch, broke learning gaps by gamifying complex contents.
- Supported a small group of engineers and UI designers for clarification of visual and functional strategies and synthesis of user feedbacks.
- Launched series of public courses, used by several school's teachers and students in class

CEVOLUTION (SH)Ltd

Research Design Intern | Shanghai, China | Oct.2019 - Jan.2020

- Delivered visual essays to explore design opportunities for products cultural localization. Tailored and organized interview materials.
- Collaborated with team of 4, recruited interviewees for focus groups, created surveys and distributed across digital network.
- Assisted with the creative director, synthesized and contextualized insights from ideations. Shaped client design directions for branding strategies.

Discovery Education

Freelancer | Remote | 2021

- Build visual guidelines and assets for education products, including handouts, digital certificates, interactive components and exhibitions.
- Established and maintained strong branding & tone of voices by designing branch logos and visual designs for their digital and print assets.