

Education

Parsons School of Design, New York, USA

MPS Digital Product Design (STEM)

Aug 2020 - Jun 2021

Dean's List, Merit Based Scholarship

Cornell Tech

Product Studio (Visiting Student)

Aug 2020 - Jun 2021

Collaborate with Cornell Tech multi-disciplinary students. Developed and built a vision for the future work of digital products by applying profound year-long research.

Communication University of China, Beijing, China

BFA Communication Design

BBA Cultural Industry Management (Secondary Major)

Aug 2015 - Aug 2019

Top 1 Communication & Media University in China

Work Experience

Tueetor

UX/UI Designer (Freelance)

Sep 2021 - Present

Remotely

- Developed software applications in test-driven development (TDD) environment.
- Created user flows, storyboards, wireframes, delivered interactive prototypes and UX annotations.
- Supported contractors in troubleshooting application products.
- Coordinated production across stages from concept and design development through final testing and optimization.

Luxury Optical Holdings

Designer (Contract)

Oct 2021 - Present

New York, USA

- Develop user-centered and usable websites (Visionist), launched on time.
- Generated productive design assets for production-ready custom fixtures and components rapidly.
- Incorporated aesthetic design principles to support the creation of visually appealing websites, social media posts, and emails.

Webranding Global

Junior Designer (Contract)

Mar 2021 - Present

New York, USA

- Worked on various clients, collaborated with PM and HTML/CSS/JS developer.
- Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention, and revenue-focused activities.
- Aligned visual design and brand messaging elements to deliver consistency across digital advertising and marketing platforms.
- Proposed innovative storylines for digital content and developed unique campaigns to promote brand engagement.

Ikebana Zen

Interaction & Visual Designer

Mar 2020 - Jun 2021

New York, USA

- Created design system from 0-1.
- Promoted customer engagement and drove sales by integrating UX, visual, interaction, marketing design, and usability testing.
- Led a design sprint that finished on time, on budget, and collected the data the team needed to validate our idea.

The Museum of Modern Art

Volunteer Instructor

Sep 2019 - Mar 2020

New York, USA

- Hosted and participated in group meetings to discuss seasonal museum storytellings.
- Prepared and performed high-quality presentations to improve interactions between visitors and the museum.

Skills

Design: Rapid Interface Sketching, Wireframing, Prototyping, Animation, Typography, Branding, 3D Design, Graphic Design, High Fidelity Mockups, Illustration, Video Making, Web Design, Photography, Gif Design, Typesetting.

User Research: Journey Mapping, Competitive Analysis, Interviews, Surveys, Affinity Diagrams, Workshops, Heuristic Evaluations, Usability Testing, Storyboard.

Software: Adobe XD, Sketch, Figma, Principle, InVision, After Effects, Photoshop, Illustrator, Indesign, Premiere Pro, Cinema4D, MS office, Understanding of HTML&CSS.