

## Summary

With years of UX&product design experience in finance and tech, I've worked on both B2C and B2B products, from building websites/apps in startups to managing complex projects in large corporations. I solve problems through research, testing, and iteration to create seamless user experiences, and I work closely with teams to align design, development, and business goals.

## Experience

### Senior UX Designer at Kuaqian

Kuaqian Payment and Settlement Service Co., Ltd.  
Sep 2020 – Jul 2023

- Collaborated with the organisation to enhance financial product experiences and drive revenue growth.
- Unified the B2B SaaS platform design for the cross-border team, improving team collaboration efficiency.
- Designed and optimised the internal UX request management tool, reducing communication costs.
- Led the 0-1 design of the company's healthcare app, supporting fundraising for innovative projects.

### UX/Product Designer at SAIC Finance

SAIC Finance Co., Ltd.  
May 2018 – Aug 2020

- Researched, designed, and tested B2C car loan services, improving user experience and company revenue.
- Optimised the customer service platform to enhance operational efficiency.
- Designed digital marketing products to boost product traffic and strengthen brand presence.

### UI/UX Designer at Youshuo

Shanghai Youshuo Network Technology Co., Ltd.  
Jul 2015 – Mar 2018

- Led the 0-1 design of a travel website and mobile app for an early-stage startup.
- Designed all digital and graphic materials for marketing campaigns.

## Education

### Master's Degree

User Experience Design  
Victoria University of Wellington  
2024 – 2025

### Bachelor's Degree

Law  
Shanghai International Studies University  
2011 – 2015

## Skills

- User Experience Design
- Product Design
- User Research and Testing
- UX/UI Design
- Prototyping
- Usability Testing
- Design Unifying
- Illustrating
- Video Editing
- Project Management (PMP Certification)

## Tools

- Figma
- Axure
- Photoshop
- Miro
- Sketch
- HTML/CSS
- Webflow
- Capcut

## Language

- English (Proficient, IELTS 7.5)
- Chinese (Native)