

Emerging UX/UI designer. Life-long learner. **Strong empathizer**. Expert in user-centered design process and interface design. Passionate about valuable and sustainable design.

## EDUCATION

**Bachelor of Information** University of Toronto, Second-entry professional program 2024 (expected)

Representative Courses: Designing Interactive System, How to Design, Computational Reasoning

**Bachelor of Commerce** (CAND) Financial and Economic, University of Canada West 2020 - 2022

**Bachelor of Commerce** (CAND) Financial Service, Beijing International Studies University 2018 - 2020

## SELECTED PROJECTS

**Indoor Navigation Map, IOS APP (Blank)** (Designing Interactive Systems Project) 2022

- Researched student behavior in UT library, conducted user survey, designed wireframes and interface.
- Refined paper prototype, and iterated low-fidelity map mobile app based on 5 usability testing sessions.

**Piazza Portal** (Information Faculty Project) 2022 - Present

- Conducted 8 user interviews and surveys to gather feedback on Piazza website.
- Collaborated with developers to analysis user pain-points deductively and ideated solutions.

**Make it better, Mobile App** (Designing Interactive Systems Project ) February 2023

- Investigated target user group's daily habits to develop personalized app for cultivating positive habits.
- Created wireframe rapidly. Iterated high-fidelity interactive prototype based on 4 usability tests.

**ARIS Portal** (Utopian Awards, Canada Service & UT Data Science Hackathon) March 2023

- Designed ARIS web platform with developers, including UI and code. Analyzing and processing data from thousands of people to reduce fraud rates and minimize economic losses for Canada service.

**Walk it Off, Apple Watch APP** (Information Faculty Project) March 2023

- Defined problem, created and iterated paper prototype based on 2 usability tests within two hours.

## EXPERIENCE

**Graphic Designer and Organizer** *China Life Insurance Company Limited* Summer 2022

- Designed leaflets and slides to promote products. Successfully planned and executed 3 customer events within the bank, resulting in an 8% decrease in customer turnover.

**Leader of the Publicity Department** *BISU Student Union* 2018 - 2020

**Organized Committee Member** *Model United Nations* 2017 - Present

## SKILLS

Design Thinking, Interface Design, Graphic Design, Wireframing, Prototyping, Usability Testing

Figma, Figjam, Miro, Adobe Creative Suits (Pr, Ae, Ps, Ai), Procreate, R, Notion, Microsoft Office, Google Drive

Proficient in Mandarin  
Grade 10 in folk dance