



Experience

Eat n' Log Technologies Inc., CEO/Product Manager

Jun 2022 - Present; *Vancouver, BC*

- Crafted an MVP app based on insights from over 50 user interviews and refined through 4 iterative rounds of usability testing to guarantee a constant user-centric approach and strong product-market alignment.
- Directed a cross-functional team of 12 to successfully deliver the Beta version on schedule, demonstrating strong leadership and grit in a zero-budget context (Please contact me for invite-only Beta access).
- Designed and implemented official website (eatnlog.com)

UBC School of Information, HCI Researcher

Sep 2022 - Jan 2023; *Vancouver, BC*

- Conducted UX experimental research under the supervision of Dr. Olivier St-Cyr to investigate the effectiveness of UX Writing's contribution to positive user experience with 14 in-depth A/B usability tests.
- Authored a industry research paper, "The Effectiveness of UX Writing Guidelines: A Convergent Mixed Study," which recommended de-emphasizing UX writing compared to other UX elements in early design stages.

Zephyr Trading, Web Designer / Owner

Sep 2022 - Present; *Vancouver, BC*

- Created and ran an e-commerce store that converted over 11,000 CAD in revenue (bmolavancouver.com).

UBC BizChina, Director of Technology (Volunteer)

Oct 2021- Apr 2023; *Vancouver, BC*

- Revamped the BizChina official website which increased the average session duration by 30% and sold 250 tickets through the website for the biannual marquee event.

AI Garden, UX Design Intern

Apr 2020-Oct 2020; *Kunming, Yunnan*

- Designed an intuitive UI for the smart irrigation app, driving early traction with 20 early-adopting customers.

Education

University of British Columbia

Sep 2019 - Aug 2023; *Vancouver, BC*
Bachelor of Arts, Cognitive Systems:
Cognition and Brain (Psyc. Stream)

Skills

Technical

Figma
Sketch
Maze
Adobe Creative Suite
Github
Wordpress
HTML/CSS/Javascript

Design/Research

User Interview
Storyboarding
Persona
Wireframing
Competitive Research
Card sorting
Prototyping
Design Systems
A/B Testing
Usability Testing
Heuristics Analysis
Digital Photography

Language

English
Mandarin
French (basic)

Interests

Writing

Writer for UX Publication *Muzili*
with 221k followers on Medium