

User Experience Designer

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Skills

UX methods

Comparative Analysis

Contextual Inquiry

Focus Group

Persona

Storyboarding

User Research

Usability Testing

Interaction Design

Information Architecture

Wireframing

Prototyping

Tools

Axure RP Pro

Framer.js

HTML/CSS

Keynote

Omnigraffle

Sketch

Principle

Adobe Creative Suite

Experience

Senior UX Designer

Baozun eCommerce | Shanghai, China | Oct 2016 - Present

- In a team of 3, led the UX design of BAOZUN e-commerce SaaS product CASABA and contributed to the design pattern library creation.
- Led the design process of responsive e-commerce websites and mobile apps. Delivered service design solutions to KA brand clients.

Product Designer

Citrix Systems | Nanjing, China | Jan 2016 - Oct 2016

- Led the UX design of Citrix Nanjing recruiting website. Improved the efficiency of recruiting process based on user research.
- Redesigned virtual meeting desktop app, enhanced UX and contributed to the design pattern library and interaction documentations.
- Led the revamp of Beacon web experience based on user feedbacks, optimized interaction flows, aligned UI with Citrix brand identity

Freelance UX Designer

Oct 2015 - Jan 2016

- Refreshed the mobile UX of MIGU mobile app, offered design recommendations for China Mobile.
- Offered UX consultancy for Huawei Consumer Cloud Service team. Individually conducted usability research and competitive analysis on Huawei native mobile apps in preparation for the release of Emotion UI 5.0.

Interaction Designer

Focus Tech | Nanjing, China | Jul 2014 - Oct 2015

- Worked on made-in-china.com web, conducted qualitative research in collaboration with user researchers aiming at identifying the pain points of global buyers in browsing seller information, reorganized the information hierarchy and enhanced the user flow.
- In a team of 6, researched and designed mobile UX of made-in-china, defined the translation feature and conducted usability testings.
- Individually refreshed the internal OA system, improved the user flows.

User Research Intern

Focus Tech | Nanjing, China | Jul 2013 - Jul 2014

- Identified usability problems of made-in-china.com through qualitative and quantitative research. Conducted focus group and planned surveys targeted at consumers from overseas.
- Developed consumer purchase decision-making models based on data collected from user research and results evaluated through prototypes and usability testing.

Education

Nanjing Normal University

Bachelor of Arts, Linguistics, School of Foreign Languages and Cultures

Nanjing, China Sep 2009 - Jul 2014

Measurement and Control Technology and Instrument, School of Electrical and Automation Engineering

Nanjing, China Sep 2008 - Jul 2009