

I am passionate about learning how users think and act, then designing solutions with simplicity and clarity. My background includes user experience, visual design, and front-end development. I always want to learn more to understand the bigger picture as the field evolves. I am seeking a UX Designer position in a company that values user-centered design.

## Areas of Expertise

- Visual design
  - Personas creation
  - User journey mapping
  - Wireframes
  - Prototypes
  - Usability testing protocol
  - Website analytics
  - Information architecture
  - Style guide creation
  - HTML/CSS
  - JavaScript
  - Animation graphics
  - Video editing
  - Photography
  - Project management
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- User-centered mindset
  - Multi-tasking in a fast-paced environment
  - Quick learning and adaptability
  - Agile workflow and Lean UX work experience

## Professional Experience

### 2016 - pres. Senior UX Designer University of Arizona

- Design lead on multiple library web and mobile products, established UI design and provided UX support through development, and improved user-centered design approach.
- Managed libraries main site redesign. This included homepage redesign and site style guide creation to optimize user experience.
- Assisted first UX Department formation for the library. Cofounded UX@UA organization campus wide.

### 2015 - 2016 Interaction Designer University of Arizona

- Provided designs for multiple projects on mobile and web platforms to promote the College of Fine Arts. One year later the site's traffic increased and bounce rate dropped.
- Conducted user research for College of Fine Arts main site redesign. Assisted improvement of the information architecture on the site.
- Partnered with stakeholders and contracted agency to redesign main site visual style to match UA branding.

### 2013 - 2015 UX/UI Designer Arizona Public Media

- Provided designs for digital products on the website, and interaction applications, to promote AZPM self-hosted programs such as Arizona Spotlight, AZ Illustrated, and Raptors.
- Improved the digital branding of the ReadyTV channel, and assisted with its rebranding online promotion.

### 2010 - 2013 Web Designer China Central Television Station

- Designed and maintained "Humanities of Great Nation" production team website. The website traffic greatly increased after my refining of the online video library interface.
- Created marketing materials including images, videos, and interactive ads to promote our television programs.

## Education

2013 - 2015 University of Arizona  
M.F.A in Visual Communication

2006 - 2010 Beijing Normal University  
B.A. in Digital Media

