

I am passionate about learning how users think and act, then designing solutions to deliver 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 Senior Product Designer position in a company that values user-centered design.

## Areas of Expertise

- Visual design
  - Personas creation
  - User journey mapping
  - Wireframing
  - Prototyping
  - 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
  - Flexibility working on multiple
  - Projects quick learning and adaptability
  - Agile workflow and Lean UX work experience

## Professional Experience

**2016 - pres. Senior Interaction Designer**  
University of Arizona Libraries

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

**2015 - 2016 Web Designer**  
University of Arizona, College of Fine Arts

- 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. Refined style guide for monthly newsletter. Three months later the click rate increased 12%.

**2014 - 2015 Instructor**  
University of Arizona, School of Art

Taught 300 level web design course which included HTML/CSS, layout design, wireframing, user journey mapping, and other web design basics.

**2010 - 2013 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 on-line video library interface.
- Created on-line banner ads and printed brochures to promote our television program.

## Education

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

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

