

SUMMARY

Creative UI/UX designer with 6 years of expertise in digital product design, user research, and interaction design. Adept at crafting seamless user experiences across desktop and mobile platforms by blending user insights with innovative design strategies. Experienced in collaborating with cross-functional teams to drive impactful solutions that elevate user satisfaction and business performance.

WORK EXPERIENCE

UX/UI DESIGNER

Freelance (Canada, China)

2018-Present

- Collaborated with renowned brands like Alibaba to deliver tailored, high-quality designs meeting diverse project requirements.
- Partnered with agencies and design studios while independently managing full project cycles, demonstrating adaptability and self-reliance.
- Designed and implemented responsive websites, interactive prototypes, and motion graphics to ensure cohesive cross-platform user experiences.
- Facilitated seamless communication between clients and development teams, ensuring alignment on project vision and execution.

UI/UX DESIGNER

Tuss (Shanghai, China)

3/2019-7/2021

- Conducted in-depth user interviews and analyzed competitor reports to inform design strategies and prioritize user needs.
- Collaborated with cross-functional teams, including product managers, business partners, and engineers, to define user requirements and create user story and persona.
- Designed user flows, information architecture, and interactive interfaces, enhancing usability and engagement.
- Conducted comprehensive user testing across web and mobile platforms, gathered valuable feedback, and iterating designs based on actionable insights. • Facilitated cross-team discussions to clarify project goals and integrate feedback effectively,

UI DESIGNER

KidsTool (Shanghai, China)

4/2017-2/2019

- Collaborated with product managers to prioritize and implement features aligned with business objectives and user needs.
- Designed wireframes, prototypes, interaction flows, and user interfaces, ensuring seamless communication between design and development teams.
- Developed style tiles and design guidelines to maintain a consistent visual identity and simplify complex workflows for diverse user groups.
- Documented detailed design specifications and maintained a centralized design system, enhancing team collaboration and efficiency.

TOOLS

Figma

Sketch

Adobe XD

Photoshop

Illustrator

Indesign

After Affects

PowerPoint

Jira

SOFT SKILLS

User-Centered Design

Cross-Functional Collaboration

Problem-Solving

Strong Logical

Design Thinking

Empathetic Understanding

Attention to Detail

WORKING KNOWLEDGE

Web design

HTML

CSS

Javascript

EDUCATION BACKGROUND

9/2023-4/2024

POST-GRADUATE CERTIFICATE

INTERACTIVE MEDIA MANAGEMENT

Sheridan College (Canada)

9/2022-4/2023

POST-GRADUATE CERTIFICATE

DIGITAL PRODUCT DESIGN

Sheridan College (Canada)

9/2009-6/2013

BACHELOR'S DEGREE COURSE

URBAN LANDSCAPE DESIGN

Soochow University (China)