

EXPERIENCE

UX/UI Designer- Zell Lurie Institute, U of M Ross School of Business

Perch Connection / 02.2018 - Present / Ann Arbor, MI

- Streamline the user flow of submitting job applications by mapping out user journeys and tailoring the experience for users with different goals to help users achieve their goals efficiently and reduce bounce rates.
- Lead 5 remote and 3 in-person usability testing sessions to gather feedback on wireframes and new features from target users, which helps iterate most of the features more than 3 times.
- Deliver 70+ pages of high-fidelity wireframes(for mobile app and website) and create a UI audit using Adobe XD and Sketch, which helps efficiently communicate and collaborate with the development team.
- Manage the UX team to conduct multiple types of research including user interviews, affinity maps, and card sorting which help us narrow down stakeholder types and understand their needs and mindsets.

Reasi / 09.2018 - Present / Ann Arbor, MI

- Conduct user interviews to understand users' workflows and goals and collect feedback on current solutions, which helps us create the personas and user journey map.
- Lead the research of the current product to target usability issues by conducting the cognitive walkthrough. This helps us understand the learnability of this application and find potential areas for improvement.
- Improve the onboarding and listing process by creating multiple tailored user flows based on different user roles and needs to help users achieve different goals.

Product Designer - Whale Design

03.2017 - 08.2018 / Beijing, China

- Established the XP Grading system which creates a user experience loop to provide multiple types of users with different levels of prizes. This helped increase design submission by 25%.
- Designed the Betting system to encourage users to use social features, which boosted user engagement by 60%.
- Led the UX/UI team to conduct rapid prototyping using sketches, Adobe Illustrator, and Sketch, which helped us quickly get feedback from PMs and development team to iterate our wireframes.

UX Researcher - Office of Student Affairs, U of M School of Information

09.2018 - 12.2018 / Ann Arbor, MI

- Redesigned the workflow of storing and sharing data within the OSA team by interviewing 9 individuals on the team and synthesizing insights through the affinity map. This helped the team get rid of redundant files and saved 30% of the time to find a particular file.

Chief Designer - C.L.A.W.S(NASA-SUITS Project)

02.2018 - Present / Ann Arbor, MI

**Selected as one of the 12 teams to test the proposed system at Johnson Space Center in April 2019 & 2020.*

- Design an AR user interface on Microsoft Hololen to assist astronauts to conduct EVAs (Extravehicular activity).
- Conduct usability testings with former astronauts to identify 10+ critical usability issues and iterate designs.

RADAR | Individual Project

09.2018 - 12.2018 / Ann Arbor, MI

- Designed a web browser extension and an app to help online shoppers quickly find best deals and keep track of their shopping history from all online shopping platforms. Conducted user researches and created the hi-fi prototypes.

EDUCATION

University of Michigan

May 2020

M.S. Information

HCI Track

Rice University

Dec 2016

M.A. Architecture

Chongqing Jiaotong University

Jun 2015

B.E. Architecture

SKILLS

UX/UI Design

Survey

Interview

User Research

Prototyping

A/B testing

Usability Test

Persona

Heuristic Evaluation

Card Sorting

Focus Group

Programming

Python

HTML & CSS

Javascript

React Native

TOOLS

Sketch

Principle

Figma

Invision

Adobe Photoshop

Adobe Illustrator

Adobe XD

Adobe Indesign

Tableau

Unity

Rhino

Sketchup