

DESIGN EXPERIENCE

UI/UX Designer

9/2016 – 12/2016

UpQuest - *Class project for Intro to HCI Design*

Stanford, CA

- Independently designed the logo and visuals for an iPad app; worked closely with two engineers on interaction design
- Took major responsibilities in making the mid-fi and hi-fi prototypes
- Collaborated with teammates to conduct user research by interviewing K-12 teachers (target user)
- Responsible for the final edits of the concept video for the app

Marketing & Product Intern

6/2016 – 8/2016

Amazon China - *Traffic Marketing Department*

Beijing, China

- Helped to design and wireframe web pages for a major event
- Independently did competitor analysis on six Chinese e-commerce sites regarding their promotion of mobile apps on the websites and mobile onboarding experience; suggested a mobile-app promoting feature on the homepage, which was later implemented
- Assisted the product owner of the Discovery channel in finding user needs and usability problems
- Worked with designers to design ads based on analysis of performance data on cross-sites advertising
- Collected items of interest and did content writing for the Discovery channel to promote selling; received top click rates among all writers

OTHER EXPERIENCE

Project Leader on Iowa Caucus Prediction

1/2016 – 2/2016

Class Project on Machine Learning

Stanford, CA

- Collected polling data and campaign finance data from various sources
- Used Lasso regression and K-fold cross validation to build models
- Predicted vote shares that were closest to the results

Data Analyst Intern

11/2014 – 4/2015

Clean Air Asia - *International NGO on air quality*

Beijing, China

- Assisted on an air quality project by collecting perception surveys from stakeholders in 74 Chinese cities, analyzing data in R, and drafting a 10-page project report
- Analyzed data and drafted reports for the use of Clean Air Management Assessment Tool (CAMAT) in 2 major cities

SKILLS

Design

- Figma, Sketch, Photoshop, Illustrator

Prototyping

- Marvel, Keynote, Swift

Coding

- HTML, CSS, Javascript, Java, C++

Data Analysis

- R, Stata, Python

Others

- iMovie, Microsoft Office Suite

EDUCATION

Stanford University

Stanford, CA 9/2015 – 9/2017

- M.A. East Asian Studies

- GPA: 3.82/4.00

- Courses: HCI Design, Machine Learning, Programming Methodology, Econometrics

China Foreign Affairs University

Beijing, China 9/2011 – 7/2015

- B.A. English & International Studies; International Trade & Economics

- GPA: 3.82/4.00

- Courses: Statistics, Marketing, Micro and Macro economics, Accounting, Finance

CONTACT

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