

EXPERIENCE

Ring Central | UX Designer

Oct. 2014 - Present

Design

- Initiated the redesign of clients’ primary service site by introducing Bootstrap and modular layouts to be scalable for over 10,000 users, modernizing the 8-year-old site and equipping Ring Central for upmarket growth and large account demand.
- Created a roles-based access control system that allows permissioned employees to control certain features of the service site, preparing Ring Central to support diverse clientele usage and large-scale account support. Revamped the current site’s information architecture, devised the flow and designed detailed wireframes for every screen and state.
- Used agile processes to design and coordinated with engineering team to design and build an iWatch app within two months, covering all touchpoints to compete and lead the cloud-communications industry with the latest technologies.

Research

- Conducted user research and analyzed data to understand current problems with the existing setup process. Devised a new flow and produced wireframes to design a simple “Express Setup” portal for new users to set up their phones quickly and easily, decreasing manual support and onboarding costs and expediting task completion.
- Piloted a formal user testing process within the company, introducing the concept of ethnographic interviews, leading and conducting usability tests to validate designs and better understand the full journey of each end user.
- Led a workshop that catalyzed design-first mentality and introduced the concept of service design to Ring Central. Utilized Cooper methodologies and recommended actionable strategies for the Product team.

BlackRock | UX Designer / Product Manager

Aug. 2011 - Sep. 2014

Design

- Conducted user experience research across various devices. Devised global strategy and actionable design recommendations for all of BlackRock’s mobile apps.
- Led design strategy for new features within the Briefcase iPad app. Organized and prioritized enhancements to best serve mobile use cases for sales representative clients.
- Illustrated simplified workflow for the the BlackRock Economic Scenario Tool and designed wireframes to improve usability. Directed implementation and best practices to optimize ease of use and simplicity across both web and mobile.
- Established vision for the BlackRock SMA Risk Tool; designed concept and flow of the iPad app for high net wealth clients. Displayed portfolio changes across various economic shocks; transformed raw data into graphic visualizations.
- Designed information hierarchy and user flow for BlackRock’s Cash site. Merged four existing sites with disparate brands into one unified global website.
- Utilized quantitative site analytics and qualitative feedback to address UX goals. Recommended strategy for web and mobile best practices.

PM

- Conducted market research, utilized competitive analysis to develop strategy for scaling BlackRock’s eight existing apps globally. Analyzed mobile web traffic and app usage to localize internal and external apps for clients in North America, Europe, and Asia.
- Defined requirements and guided implementation of analytics platform for tracking mobile apps. Migrated from Flurry to Adobe Analytics to align with common metrics platform for all (100+) of BlackRock’s sites.
- Led and created ad campaign landing pages optimized for mobile devices utilizing responsive web design. Reduced campaign page bounce rates by 25%.

Yahoo | Analyst

June - Sep. 2010

Analytics

- Analyzed site clicks and user trends on Yahoo Video. Evaluated revenue generation and tailored content to align with long-term business goals.
- Conducted research on Yahoo Video promotion and provided insights. Increased real estate for online advertisers and helped identify key opportunities for Yahoo to diversify sales.

SKILLS

User Experience
Interactive Design
Wireframing
User Interface Design
Information Architecture
Research and Feedback Analysis
Product Management
Market Research
Web and Mobile Analytics
Agile
Content Management
SEO
Languages: Chinese, Spanish

TOOLS

OmniGraffle
Sketch
Adobe CS
Balsamiq
MS Visio
InVision
Axure RP
Flurry
Adobe Analytics
Google Analytics
TeamSite CMS
WordPress
HTML, CSS, JS
MS Office

EDUCATION

University of California, Los Angeles (UCLA)
June 2011
Bachelor of Arts,
Communication Studies
3.8 GPA

National Taiwan University
Fall 2009
Study Abroad, Chinese
4.0 GPA

OTHER PROJECTS

Startup Weekend Hackathon

August 2014

Devised strategy and design for a Legal Tech startup product. Designed the solution, devised the UI, implemented the front-end output. Led team to place first in hackathon competition.

Gourmand Startup

March 2014

Created the mobile strategy for Gourmand, an online gourmet food marketplace for vendors and consumers. Designed the user flow and UI for Gourmand’s native iOS mobile app and responsive site.

INTERESTS



‘Enlightenment’ Artist
& Project Lead



Yoga
& Fitness



Traveling
Learning Languages



Cooking
Food & Wine



AIDS Life Cycle
545-Mile Ride SF -LA