

Work Experience

Feb 2019 - Present
4 yrs 4 mos

Shopee | E-commerce app and partner tools | Singapore

Expert Product Designer

Leading five small design teams across various product lines, ranging from the core shopping app experience to enterprise tools.

- Implemented improvements within the messaging team, resulting in a **5% increase in chatbot resolution rate** and reducing monthly customer service costs by approximately **\$2 million**.
- Collaborated with data scientists in the seller ads team to develop an Image Optimization rule, contributing to a monthly **ads revenue of \$0.7 million**. Successfully revamped the ads creation process for sellers, resulting in a **5% increase in adoption rate**.
- Redesigned the traffic data system within the data team, enabling colleagues to generate **accurate tracking data** and allowing more users to utilize it for decision making.
- Mentoring designers within each product line, effectively prioritizing projects, managing resources, and assigning tasks, provided constructive feedback, and maintained high design quality.

Jul 2018 - Feb 2019
8 mos

Jollychic | E-commerce | Saudi Arabia

Senior UX Designer

Led a UX research in the Middle East region to support launching an e-commerce platform targeting luxury goods from 0 to 1.

Apr 2015 - Jun 2018
3 yrs 3 mos

JD.com | E-commerce | Beijing

UI/UX Designer

Transformed from a management trainee to leading a design team in the newly formed overseas department. Successfully expanded the team **from 2 to 10 members**, enabling us to tackle ambitious projects such as revamping the website and app. By leveraging the knowledge I gained from my training and user research, we achieved a **~30% increase in DAU**.

Education

2011 - 2015

Bachelor, Electronic Engineering

SouthWest University of Science & Technology

Other Skills

HTML, CSS