

EDUCATION

NEW YORK UNIVERSITY,

Sep 2019 - May 2021
MPS, Interactive Telecommunications (ITP)
Tisch School of the Arts Graduate Scholarship

CITY UNIVERSITY OF HONG KONG,

Sep 2014 - May 2018
BSc, Creative Media
Valedictorian, Dean's Honor List, 3.43 GPA

GOLDSMITHS, UNIVERSITY OF LONDON,

Jul 2017 - Aug 2017
Creative Computing
79/100

SKILLS

USER-CENTERED DESIGN

UX Design (*Figma, Persona, Storyboarding*)
User Research
Design Thinking & Methodology (*Design Sprint*)

HARDWARE DEVELOPMENT

Electronics
PCB design (*Autodesk Eagle*)
Microcontrollers (Arduino, Raspberry)
Industrial Design (*Autodesk Fusion 360*)
Internet of Things (WiFi, BLE)
3D Printing
Machine Shop Tools

SOFTWARE DEVELOPMENT

Salesforce Development (*Apex, SOQL, SLDS*)
HTML, CSS, Javascript, jQuery, Bootstrap
Python 3
SQL, MongoDB
Node.js, Express.js
JAVA (*Android Development, JSP*)
C# (*Unity3D, WPF*)
Git
Agile Software Development
Search Engine Optimisation

EMERGING TECHNOLOGIES

TensorFlow, Lite, js, Keras
Virtual Reality (*Oculus*)
Augmented Reality (*Vuforia*)
Photogrammetry

MEDIA SKILLS

Adobe Creative Suite
(*AfterEffects, Illustrator, Premiere, etc*)

EXPERIENCE

BLOCKSTACK PBC, NY

UX & Business Consultant Feb 2020 - Present

- Examining Product Market Fit and Developer Experience by performing **User Research** and **Business Analysis**, in collaboration with Union Square Venture and Stern MBA.

SOUTH CHINA MORNING POST, HK

Salesforce Developer Oct 2018 - Aug 2019

- Successfully retired and integrated two legacy sales systems within the designated 9 month timeframe by developing a Salesforce **SalesCloud** system in coordination with system vendor, using **Apex, SOQL, SQL, HTML, Javascript, SLDS**
- Designed Reports and Dashboards from scratch for management, customer service, and salespeople
- Launched user support and tutorial site for internal Salesforce Users

CCCDI LTD., HK

Intern Developer May 2017 - July 2017

- Created 3 AR applications in **C#** with **Vuforia** in **Unity3D**

LEADERSHIP AND AWARDS

OFELIA, OPEN-SOURCE PROJECT

Contributor Sep - Nov 2019

- Exposed to 350+ people at NYC Media Lab 2019 Summit
- Gave guest talk at PIKSEL19 Norway

MIT ENTREPRENEURSHIP & MAKER SKILLS INTEGRATOR

Champion, Design Lead Jan - Feb 2018

- Triumphed in this 2-week hardware startup bootcamp where 5 teams of 6 bright young entrepreneurs competed by creating "Tagit", a smart IoT device which tackles food spoilage, along with the GTM
- Led the design team to create industrial, UI/UX, 2D and 3D design

PROJECT "RUN! VENDOR"

Team Leader, Technical Lead Apr 2016 - Mar 2017

- Interactive endless running arcade game on a treadmill
- Gained media exposure on ViuTV HK, Metro Radio HK, MingPao Daily, Metro Daily, etc

DISNEY IMAGINATION DESIGN COMPETITION

Finalist, Team Leader Oct - Nov 2016

- 1 of the 9 finalist out of 250 teams to design and prototype an open space leveraging Disney's design principle and intellectual property