



User Experience Designer

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New York, NY

## EDUCATION

Rochester Institute of Technology

Sep. 2011- Dec. 2014

Master of Fine Arts - Computer Graphics Design

Thesis: Real-Time Feng Shui

(interactive 3D web application)

Beijing Information & Technology  
Science University

Sep. 2007- July 2011

Bachelor of Engineering - Industrial Design

## SKILLSET

**Wireframe** - Photoshop, Omnigraffle

**Prototype** - Invision, Axure, HTML, CSS, JavaScript

**Design** - Photoshop, Sketch, Indesign, Blender

**Interactive Demo** - HTML, CSS, JavaScript

**Animation** - Muse, Edge and After Effects

## HONORS

2015 Adobe Design Achievement Awards

RIT Graduate Merits Scholarship

Beijing Excellent Thesis Project (High Honor)

China National Scholarship (Highest Honor)

2008 Beijing Olympics Excellent Leadership

## EXPERIENCE

Liveperson | Senior Designer

Oct.2014 - Now | New York, NY

- Redesign and align LivePerson.com's information architecture with the company's business strategy (i.e. annotations for responsive wireframes, interactive prototypes and demo).
- Responsible for personas, user scenarios, UX specs, task flows, wireframes, mockups, prototypes, localization, accessibility, visual design and design patterns.
- Increase website conversion rates and AOV (average order value) with in-depth user research on existing users, canceled accounts and website visitors.

Ideation LLC | UX Designer

Oct. 2013 - Aug. 2014 | New York, NY

- Created low and high-fidelity mockups on paper, with Photoshop and Axure, and implemented UX/ Visual design documentation.
- Developed and designed brand and usage guidelines (i.e. optimized images, formatted text, and created interactive prototype with Invision).

StartFast Venture Accelerator | Multimedia Designer

May 2013- Aug. 2013 | Syracuse, NY

- Led branding design for StartFast, Falcon, Calester and Glyphr companies.
- Redesign mobile UI/UX and promotional website for Falcon applications.

RIT Academic Support Center | Graduate Web Designer

Nov. 2012 - May 2014 | Rochester, NY

- Led UX design for Academic Support Center.
- Completed user research on international students for the Academic Support Center through the creation of personas, user scenarios and storyboards.

Lenovo Design Center | Associate Interactive Designer

June 2011 - Sep. 2011 | Beijing, China

- Assisted the team with User Experience design by inventing low-fi wireframe and conducting usability testing.