

- Expertise in UX/UI design principles. Ability to conduct user research to gather insights and identify user needs, streamline complex workflow into intuitive product.
- Experienced in working within an AGILE team, working on comprehensive web apps, SaaS products, e-commerce websites, and mobile Apps.
- Excellent communication and team working skills. Ability to cooperate with developers, QA, the wider team, as well as users and clients seamlessly.
- Skilled in building and maintaining design systems, establish UX patterns, and producing pixel perfect prototypes using Figma.

Experience

Senior UX Designer at Toitū Te Whenua Land Information New Zealand	10/2021 - 3/2025
Work with STEP programme in modernising the New Zealand world-class property system Landonline. In the SAFE team, work closely with squads on multiple connected products in Search and Survey value streams. Research and breakdown highly complex and specialised workflows, combine knowledge from the legacy system, to deliver modern concise solutions.	Wellington, NZ
UX Designer at Arlo Software	2/2019 - 9/2021
Work closely with the product, dev and QA team on multiple key features in a SaaS product. Translate product roadmap into user flows, prototypes, and detailed work items. Research, usability test, and interviewing and analyzing customer needs and behavior. Campaign UX in an out of product team. Deliver product value to clients.	Wellington, NZ
Design Director at Gawen & Janos (Beijing) Network Technology	5/2015 - 10/2018
Design the UX&UI for huijiwiki.com, the initial product of the startup company. Design and code multiple sub-wiki sites. Lead a design team on multiple game media products, including both web and mobile apps.	Beijing, China
User Experience Design Intern at Baidu, Inc.	5/2014 - 8/2014
Work with Baidu Map team. Design the POI detail page for Baidu Map, "photo travel", "Path Preview" for Baidu Panoramic, the travel simulation interface for HMD device.	Beijing, China

Education

Master of Industrial Design from Georgia Institute of Technology	8/2013 - 12/2015 Atlanta, GA, USA
Bachelor of Engineering Major of Industrial and Product Design, from Beijing University of Post and Telecommunications	9/2009 - 7/2013 Beijing, China

Publishment

Li, Menghui, and Young Mi Choi. "An Exploration of Mobile Collaborative Writing Interface Design."
In Learning and Collaboration Technologies, pp. 97-105. Springer International Publishing, 2015.