

UX Designer

Digital Artist

Web Designer

I'm driven by a passion for creating designs that inspire and make a difference. I believe in the power of collaboration across disciplines, combining new technologies to create user-friendly and eco-conscious solutions. My goal is to use design to spark change and encourage people to make more thoughtful choices in their daily lives.

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EDUCATION

Zhejiang University, China

Sep 2021 - Current

Major: Art and Science and Technology | Bachelor of Arts

Overall GPA: 3.90/4.0 (88.03/100)

Major Courses: Information visualization and interaction (95/100), Web Design and Development (91/100), etc.

PROJECT EXPERIENCE

UX Designer in "Advanced Engineering Psychology" Project

May 2023 - July 2023

Collaborated with Psychology students in the Alibaba Group & Zhejiang University "Advanced Engineering Psychology" joint teaching project to optimize Alipay's stock mini-program for stable investor returns.

- My Role: Interview | Prototyping | UI Design

Pop-up Book Design at Dream Horse Pop-up Book Studio

Feb 2023 - Apr 2023

Contributed to the design and prototyping of the "[A~Z Pop-up Book](#)", with a focus on creating interactive and visually appealing three-dimensional designs, including the card for the letter 'L'.

- My Role: Paper Prototyping | Graphic Design

Design & Development of "PlanWings" Itinerary Planning App

Aug 2023 - Jan 2024

Designed "PlanWings" app to address the Itinerary planning and information access issues for people catching flights abroad. The project won the Silver Award at the 2024 MUSE Design Awards.

User Experience Design Intern (Microsoft (CHINA))

May 2024 - July 2024

Leveraged the "Fluent UI" component library to optimize the shopping mall interface, improving usability and visual consistency.

- My Role: Prototyping | Web Design | Front-end Development

AI Creative Video for Consumer Protection Education

June 2024 - Sep 2024

Developed a stable AI video generation process to produce "The New Farmer and the River God," a fable video raising awareness about electronic scams. The video won the Silver Award at the Ant Group AI Creative Competition for Consumer Protection Education.

- My Role: Illustration | Storyboard | Video Generate

SOCIAL EXPERIENCE

Secretary of the New Media Department of the Student Union

Nov 2021 – May 2023

Served as a member of the New Media Department in the Student Union for a year and a half. My responsibilities included designing event posters and shooting videos. I contributed to the promotion and visual enhancement of many college events.

Visiting student at Tama Art University, Japan

July 13, 2023 – July 19, 2023

Participated in the "Creative Morphology" course jointly taught by Zhejiang University and Tama Art University, and was invited by Professor Yukio Ohta to go to Tama Art University in Japan for an exchange visit.

HONORS & AWARD

Muse Design Award (2024 Silver Winner), USA

[Dedicated Winner's Page](#) 

VACAT Award (Excellence Award), China

Organizer: Bilibili Group, Shanghai Film Co., Ltd.

AI Creative Competition for Consumer Protection Education (Second Prize), China

Organizer: Ant Group, MYbank, Zhejiang University, China Academy of Art

Academic Excellence Model of Zhejiang University

The academic year of 2021-2022 and 2022-2023

The Third Prize Scholarship of Zhejiang University

The academic year of 2021-2022 and 2022-2023

SKILL

Design	Design Tool	Development	Software-2D	Software-3D
UI Design	Prototype	Html	Figma	Rhino
Web Design	Interview	Css	ProtoPie	Blender
Product Design	Wireframing	Javascript	Photoshop	Unity
Illustration	Storyboard	React	Illustrator	Unreal Engine
Game Design	User Flow	C#	After Effects	Touch Designer
Motion Design	Usability Study	Arduino IDE		