



Currently as the lead product designer at InMarket, I'm an impact-driven design professional with a mixed background in UX design, business administration, and architecture. With both user experience and business success in mind, I'm looking to apply my product thinking and design skills across various digital platforms and products.

WORK

Lead Product Designer InMarket 08/2021 - Now

- Lead design strategy, experimentation, roadmap planning and execution for various InMarket SaaS marketing platforms, including GeoLink, Ventura, LCI Measurement, and the Unified Platform
- Work with product leaders to develop product strategies, and decide on KPIs
- Lead end-to-end product design and own the space for GeoLink, which won Product of the Year at the 2022 Sales and Marketing Technology Awards
- Launched InMarKit, the company's 1st design system, and continue to maintain it with the team, leading to 30% time saving for product design and 40% time saving for front-end implementation
- Launched GeoLink Asynchronous Avails feature that reduced average user campaign setup time from 49 mins to 16 mins, and helped the product to achieve a revenue increase of 52% YOY
- Delivered GeoLink Reports that improved the SUS score from 72.5 (above-average usability) to 91.25 (excellent usability)
- Delivered GeoLink Custom Landing Page feature that reduced turnaround time from 3 days to 1.5 days
- Launched Sales Attribution by Dimension for LCI Measurement that increased revenue by 83% YOY

Lead UX Contributor (UX Team Lead) OneBusAway 08/2021 - Now

- Volunteer as UX team lead with OneBusAway (non-profit open source mobile platform run by volunteers) to improve user experience for 27,000 DAU
- Assembled and manage a strong UX team of 2 designers and 1 researcher
- Established communication channels and collaboration platforms for UX team
- Lead the UX team for various version releases on iOS and Android platforms, including version 21.1 - one of the biggest releases to improve user experience
- Mentor junior designers and junior researchers on the UX team

Designer I, II, III Perkins&Will 01/2016 - 08/2021

- Collaborated with PM, engineers, and designers to deliver various internal SaaS platforms and software plugins to support company's core business
- Collaborated with PM and Unity engineer to design VR/AR experience for clients, and speeded up the decision making process by 3 weeks
- Launched Storyboard - an internal project review SaaS platform that served over 2,000 employees across 24 global offices with SUS score of 91
- Launched the 1st version of MassMetrics - a plugin for Rhino that reduced over 5,000 labor hours annually for urban planning teams
- Improved the user experience for Return To Studio (internal return-to-office management platform) with a heuristic evaluation report of 9 critical findings
- Launched COVID-Surge Dashboard for a large local medical center network and saved 1500 lives by estimation in 2020

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EDUCATION

UX Specialization University of Michigan 01/2021 - 10/2020

User Experience Research and Design Specialization
(Certificate# QA35T6VC2XRR)

Master of Architecture University of Pennsylvania 08/2014 - 12/2015

PennDesign Scholarship (Top 5%)

Bachelor of Architecture Shanghai Jiao Tong University 09/2009 - 06/2014

Bachelor of Business Administration (Minor)

SKILL

User Interview
Competitive Audit
Personas
User Flow
Affinity Wall
Ideation
Wireframing
Prototyping
Heuristic Evaluation
Usability Testing (In-Person/Remote)
A/B Testing
Motion Design
Video Editing
VR/AR
Agile Development

TOOL

Figma
FigJam
Adobe XD
Sketch
Miro
Fullstory
Pendo
Photoshop
Illustrator
AfterEffects
Rhino
HTML/CSS/Javascript
Jira