

I am passionate about learning how users think and act, then designing solutions to deliver simplicity and clarity. My background includes user experience, visual design, and front-end development. I always want to learn more to understand the bigger picture as the field evolves. I am seeking a Senior Product Designer position in a company that values user-centered design.

Areas of Expertise

- Visual design
- Personas creation
- User journey mapping
- Wireframing
- Prototyping
- Usability testing protocol
- Website analytics
- Information architecture
- Style guide creation
- HTML/CSS
- JavaScript
- Animation graphics
- Video editing
- Photography
- Project management
- User centered mindset
- Flexibility working on multiple
- Projects quick learning and adaptability
- Agile workflow and Lean UX work experience

Professional Experience

2016 - pres. Senior Interaction Designer
University of Arizona

- Design lead on multiple library web and mobile products, established UI design and provided UX support through development, and improved user-centered design approach.
- Managed libraries main site redesign. This included homepage redesign and site style guide creation to optimize user experience.
- Assisted first UX Department formation for the library. Cofounded UX@UA organization campus wide.

2015 - 2016 Interaction Designer
University of Arizona

- Provided designs for multiple projects on mobile and web platforms to promote the College of Fine Arts. One year later the site's traffic increased and bounce rate dropped.
- Conducted user research for College of Fine Arts main site redesign. Assisted improvement of the information architecture on the site.
- Partnered with stakeholders and contracted agency to redesign main site visual style to match UA branding.

2013 - 2015 UX/UI Designer
Arizona Public Media

- Provided designs for digital products on the website, and interaction applications, to promote AZPM self-hosted programs such as Arizona Spotlight, AZ Illustrated, and Raptors.
- Improved the digital branding of the ReadyTV channel, and assisted with its rebranding online promotion.

2010 - 2013 Web Designer
China Central Television Station

- Designed and maintained "Humanities of Great Nation" production team website. The website traffic greatly increased after my refining of the on-line video library interface.
- Created marketing materials including images, videos, and interactive ads to promote our television programs.

Education

2013 - 2015 University of Arizona
M.F.A in Visual Communication

2006 - 2010 Beijing Normal University
B.A. in Digital Media

