

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 Libraries

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

2015 - 2016 Web Designer
University of Arizona, College of Fine Arts

- 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.
- Refined style guide for monthly newsletter. Three months later the click rate increased 12%.

2014 - 2015 Instructor
University of Arizona, School of Art

Taught 300 level web design course which included HTML/CSS, layout design, wireframing, user journey mapping, and other web design basics.

2010 - 2013 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 on-line banner ads and printed brochures to promote our television program.

Education

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

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

