

I'm passionate about learning how users think and act, then designing solutions with simplicity and clarity. Aligning my design with business goals, with the big picture in mind as the field evolves, outlines my approach.

## Areas of Expertise

- Wireframing
  - User journey mapping
  - Web/App accessibility
  - Website analytics
  - Prototyping
  - Information architecture
  - Design system creation
  - HTML/CSS/JavaScript
  - Visual design
  - User research
  - Animation graphics
  - Video editing
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- User-centered mindset
  - Multi-tasking in a fast-paced environment
  - Quick learning and adaptability
  - Agile workflow and Lean UX work experience

## Professional Experience

### 2018 - pres. Product Designer

Disney Parks and Resorts Digital

- Provided ideation and design to multiple native app projects for the whole development cycle. Collaborated with product and development partners to ensure implementation success.
- Led design efforts for the new Disney Design System - Hyperion. Communicated with the development partners to ensure the design system compatibility.
- Led Practice Labs for our Disney design team, in which designers share learned design skills.

### 2016 - 2018 Senior UX 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. Co-founded 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.
- 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 websites, and interaction applications and online advertisements, to promote AZPM self-hosted programs such as Arizona Spotlight, AZ Illustrated, and Raptors.

### 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 online video library interface.

## Education

### 2013 - 2015 University of Arizona

M.F.A in Visual Communication

### 2006 - 2010 Beijing Normal University

B.A. in Digital Media

