

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
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- 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

