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SKILLS

User research, Data analysis,
Product design, Usability testing,
Prototyping, Front-end development,
Web accessibility, Project management

EDUCATION

M. in Human Computer Interaction

Carnegie Mellon University, 08/2016

B.S. in Psychology

Tsinghua University, 07/2013

TOOLS

Balsamiq, Axure, Sketch, Framer.js, Adobe Illustrator, Adobe Indesign, HTML, CSS, Sass, Javascript, React+Redux, Web Components, Java, SQL, R, SPSS, Web3.js, Arduino, Scrum

EXPERIENCE Creative Technologist

Pearson Education., 10/2017-Current

- Worked on design system and various digital learning products, including StatCrunch, Strategic Reader and Learning Catalytics.
- Collaborated in user research, design ideation and exploration. Conducted UX audit to improve product design, and technical review to help designers work around technical constraints and accessibility requirements.
- Built production ready prototypes, and created and maintained components library for product development using React.js and web components.

Web Designer/Developer

EZ Moto Inc., 12/2016-9/2017

· Consolidated user requirements; designed, and developed the company website.

User Research Lead/Project Manager Capstone Project, PNC Bank, 1/2016-7/2016

 Researched, designed and developed prototypes of an end-to-end application, and redesigned the workflow for corporate card onboarding process. Our proposed solution gets included into PNC's roadmap and is slated for implementation.

Product Designer/Product Owner

NetEase Youdao, 5/2014-5/2015

- Worked on an extension of browsers with over 50 million users, featuring price tracking, price comparison and personalized recommendation, etc;
- Analyzed user needs, prioritized features development, designed prototypes and managed the product development with Scrum;
- Initiated, designed and managed the development of a new feature of "socialized shopping list", achieving 19% 7-day user retention rate, and 5% conversion rate.

User Researcher

NetEase Youdao, 6/2012-5/2014

- · Worked on location-based service, e-commerce and educational technology;
- Conducted various kinds of user researches across the products lifecycle. And coordinated with different teams to employ research findings into products;
- Initiated and accomplished a project to classify users of our online shopping products into five types with primary research and backend data.

AWARDS

Employee of the Quarter(2.5%)

NetEase Youdao, 12/2014

Top Ten Projects, Choice Award

Youdao Innovation Lab, 09/2014

Full Scholarship (10%, \$1600)

Summer Program, NUS, 07/2013

Annual Top Scholarship (5%, \$1300)

Tsinghua University, 10/2011