

**Skills** HTML/CSS/JavaScript/PHP  
Concept Creation  
Information Architecture  
UI/UX Design  
Visual Design  
Website Management  
Consumer Insight Data Analysis

**Tools** Wordpress/Drupal  
Dreamweaver  
Adobe Creative Suite/Sketch  
GitHub  
Bootstrap  
InVision/FluidUI  
Balsamiq/Justinmind

**Languages** English (Fluent)  
Chinese (Native)  
French (Limited)

## Professional Experience

### Phlint | San Francisco, USA

09/2015-Present

UX Designer

### Better Chinese, LLC | Palo Alto, USA

12/2013-02/2015

Business Development Coordinator

- Planned, designed and managed the submission of 6 programs for textbook state adoption. Built connection with more than 200 state coordinators or local school districts; prepared adoption materials and standards alignments on schedule.
- Initiated and managed the development of online teacher training project; created the website user-flow; collaborated with marketing and technology teams on the front-end and back-end building; provided technical assistance to address customers' concerns.
- Edited videos and content; assisted in quality assurance for online and printed materials.
- Designed conference presentations using PowerPoint and Prezi.
- Customer data analysis using NetSuite database.

### [Wherever] Magazine | New York City, USA

09/2013-12/2013

Marketing and Communications Intern

- Identified and contacted 20+ advertisement buyers and potential business partners.
- Researched magazine awards information and coordinated with contributing writers. Collaborated with the marketing team to implement events.
- Developed and executed daily social media strategy for Facebook and Tumblr.

### EarthRights International | Washington, D.C., USA

01/2012-05/2012

Research & Graphic Design Intern

- Researched on human rights and environmental protection issues in Myanmar.
- Designed brochures, flyers and info graphics. Adapted design concepts to fit the needs and ideas of the Myanmar movement and the Congress law petition.

### Embassy of Costa Rica | Washington, D.C., USA

05/2012-07/2012

Communications and Graphic Design Intern

- Coordinated ambassador's event to support young talented Central American musicians. Conducted outreach to media and catering. Served as the main contact person for the counselor's concert event to rebuild the fame of Costa Rican music.
- Designed event brochures, invitation letter, flyer and booklet; created the Costa Rica Association's logo.

**Washington, D.C. Mayor's Office, Asian and Pacific Islander Affairs**

01/2013-05/2013

Communications and Event Coordination Associate

- Conducted Asian communities outreach and collaborated with the planning for the Lunar New Year reception and Asian American and Pacific Islander Heritage Month. Reached out to guests, reviewed speech content, designed the events flow and secured the venue to ensure maximum success.
- Cooperated with the manager for the Mind Your Business project. Reached out to school for cooperation with the project and assisted governmental workshops for small business owners.
- Organized events to help local communities understand the government's new regulation.

**Fromzine Magazine | Washington, D.C., USA**

08/2012-12/2012

Assistant Editor

- Edited online and paper issues; wrote monthly nationwide events, books and movie summaries.
- Applied content strategies and managed blog on social media platform.

## Education

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**Web and Interactive Media Design**

01/2015-2016

University of California, Santa Cruz Extension | California, USA

**M.A., Communication, Culture and Technology**

08/2011-05/2013

Georgetown University | Washington, D.C., USA

**B.A., Public Relations & English**

09/2007-07/2011

Donghua University | Shanghai, China