

## RELEVANT EXPERIENCE

### User Experience Researcher and Designer • Uncommon

Nov - Dec 2018 • San Francisco, CA

Conducted research on both recruiter and job seeker sides; created a smooth experience from email to dashboard and screening tests, helping recruiters to find the best matches

user research

### Project Manager and UX Designer Apprentice • General Assembly

Oct 2018 - Jan 2019 • San Francisco, CA

- **Delta app** Managed a team of 4 designers and designed new inflight service features to the existing app
- **Cooks Junction** Conducted user research and business analysis on the local store, redesigned the E-commerce website to improve the shopping experience

user research

data synthesis

wireframes

prototype

project management

### User Experience Design Intern • Phlint

Sep - Nov 2015 • San Francisco, CA

- Researched, designed and prototyped a retail data analysis dashboard focusing on store performance
- Iterated 6 times on user flow, wireframes and mockups based on field study and inputs from CEO and technical lead

competitive analysis

user research

wireframes

visual design

### Business Development Coordinator • Better Chinese LLC

Dec 2013 - Mar 2015 • Palo Alto, CA

- Managed and led design of teacher training website, acquired 6 early adopters
- Collaborated with marketing and engineering lead to adapt business goals into deliverables
- Designed conference presentations about products for CEO
- Analyzed customer acquisition and product usage metrics on NetSuite database
- Supervised textbook adoption for every state and got 5 more states accepted
- Built connections with 200+ state coordinators and top 100 school districts

data analysis

sketches

user flow

icons design

project management

### Operations Coordinator • China Overseas Holding Group

Nov 2017 - Feb 2018 • Beijing, China

- Improved internal and external collaboration and workflows by simplifying existing online platform and adapting it to each department and users

information architecture

user study

user flow

### Marketing Coordinator • SunlyTech

Mar - Jun 2016 • Shanghai, China

- Created marketing materials (media kits, product launch plan, overseas social media communication plan) and established crowdfunding strategy
- Supervised video script writing, video production, and events planning

competitive analysis

content creation

communication

## SKILLS

User research

Personas

Data synthesis

User flows

Rapid prototype

Wireframes

Visual design

User interface design

Concept creation

Website management

Communication & marketing

Working knowledge of HTML/CSS

## TOOLS

Sketch

Illustrator

InVision

FluidUI

InDesign

Photoshop

Wordpress

Bootstrap

Dreamweaver

Balsamic

Justinmind

Prezi

## EDUCATION

User Experience Design Immersive

General Assembly, 2019 • San Francisco, CA

UX and Web Design Certificate

UCSC Silicon Valley, 2015 • Santa Clara, CA

MA in Communication, Culture and Technology

Asian Studies Certificate

Georgetown University, 2013 • Washington, DC

BS in Public Relations;

BA in English and Literature

Donghua University, 2011 • Shanghai, China

## LANGUAGES

English

Chinese

French

fluent

native

elementary A2