

RELEVANT EXPERIENCE

User Experience Researcher and Designer • Uncommon

Nov- Dec 2018 • San Francisco, CA

- Led design in a team of 3, expanding Uncommon's audience to passive job seekers by creating an appealing and smooth experience within 3 weeks.
- Conducted user research including competitive analysis, survey, 9 recruiters and 9 passive job seeker interviews, and usability testing.

user interface design

usability testing

journey map

user research

A/B testing

Project Manager and UX Designer Apprentice • General Assembly

Oct 2018 - Jan 2019 • San Francisco, CA

- **Delta Airline** Managed and led design in a team of 4 by adding ordering inflight amenities and services functionality to the existing app
- **Cooks Junction** Conducted user research and business analysis on a 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 Interface Design

User Research

Personas

Data Synthesis

User Flows

Rapid Prototype

Wireframes

Problem Solving

Concept Creation

Project Management

Communication & Marketing

Working knowledge of HTML/CSS

TOOLS

Sketch

InDesign

Illustrator

Justinmind

InVision

Dreamweaver

FluidUI

Balsamic

Wordpress

Bootstrap

Photoshop

Principle

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

fluent

Chinese

native

French

elementary A2