

## Experience

### **GogoX (formerly Gogovan), Senior Product Designer & Product Designer**

Hong Kong, Aug 2018 - Present

Building crowd-sourced delivery in Asia. Simplifying the sender's order experience on the web and mobile app. Designing the experience for high-volume delivery for both supply and demand, including bulk delivery, order bundling, and optimizing the distribution model. Designed order filters and suggestions for couriers to increase the completion rate and reduce response time. Designed cash payment and cash on delivery.

### **Hypebeast, UX/UI Designer**

Hong Kong, Jan 2017 - Aug 2018

Designed the design system and mobile apps to adhere to Apple HIG and Material Design guidelines. The apps have since been featured on both the App Store and Google Play. Designed Drops, a feature to let readers keep track of sneaker and fashion releases. Designed brand and people pages to curate content and collections. Designed a size recommendation feature to reduce returns on HBX. Designed an app for Hypefest, a streetwear festival.

### **Isobar, Art Director**

Hong Kong, May 2016 - Nov 2016

Led a design team of two for website and campaign projects. Designed Bupa HK's website to improve conversion and enable online purchasing. Designed Estée Lauder's Tmall e-commerce website. Created campaign concepts and assets for Disneyland, Audi, and Zespri.

### **Clarity, UX/UI Designer**

Hong Kong, Jun 2014 - May 2016

Designed and developed (front-end) a CMS platform for Hyatt to share stories with guests. Designed an iPad app for Fresenius Medical Care's APAC sales team. Designed Axter Automation's website to showcase AGV solutions. Worked closely with Tittle Light's IoT hardware team to create a mobile app. Designed Spacebox's client-facing web app for self-storage.

## Education

Savannah College of  
Art and Design  
BFA, Advertising, 2014  
3.76 GPA

## Skills

### **Discovery**

User research (interviews, surveys, competitor research, data analysis), user journeys, product strategy

### **Validation**

User flow, prototyping (Invision, Figma, HTML/CSS/JavaScript), usability testing

### **Delivery**

Visual design, motion design (Principle, After Effects), user stories, design QA, measure success metrics

### **Collaboration**

Leading cross-functional workshops, design critiques, design system