

Experience

Senior Product Manager, Outlook.com, Microsoft (2018.09 – present)

Responsible for driving and delivering the Outlook.com Search experience.

- Evolving the metrics and the data collection for the product to improve the understanding of user usage patterns and teams' focus.
- Analyzed customer feedback from 4 different sources, developed and shared quarterly customer feedback reports with stakeholders and product teams. Resulted in better aligned priority across teams.
- Managed weekly status report for SLT of Engineering by synthesizing information from 3 teams.
- Built a process to collaborate with Microsoft Research which improved the accuracy of opportunity analysis in early feature evaluations.

Senior User Experience Designer, Windows NEXT, Microsoft (2017.01 – 2018.08)

Responsible for creating experiences that bring coherence to the Microsoft Windows desktop and HoloLens ecosystems.

- Led 2 incubation projects from which 6 patents were filed in 6 months that help protect Microsoft IP.
- One of the incubation projects was presented at the Microsoft 2018 Build conference and increased HoloLens developer signup by 5%.

Senior User Experience Designer, WDG, Microsoft, Seattle (2015.12 – 2017.01)

Responsible for evolving the Bing Rewards product to Microsoft Rewards.

- Led the new user experience design of the Microsoft Rewards product which increased the monthly user engagement by 3%.
- Brought different teams together to create a united vision for Microsoft Rewards and Microsoft Membership which evolved to Microsoft 365 later.

UX Designer 2, Do More Experience, ASG, Microsoft, Seattle (2014.09 – 2015.12)

Responsible for envisioning and designing productivity experiences on mobile devices.

- Led the design and launched one people focused productivity app on iOS internally.
- Built a highly collaborative, multi-disciplinary culture in the team that reduced the iteration cycle by 16% (from 6 weeks to 5 weeks).

Founder, ComicZone (2010.04 – 2011.09)

- Founder, designer, business developer of a comic book platform on iPad. The platform we created composed of a website that allowed the comic artists to publish their work and an iPad app that allowed comic fans to read and purchase comic books.

UX Designer 2, Windows Phone Design team, Microsoft (2008.09 – 2014.09)

Responsible for designing the first generation of the Cortana experience and the Eastern Asian input experiences (Chinese, Japanese, and Korean) on Windows Phone.

- Led the Eastern Asian Input design team (3 on-site designers, 1 remote designer and 1 remote user researcher) to deliver the EA input experiences. The Chinese keyboard was ranked **The Best Chinese Input** on the market that year.
- Drove the streamlining and optimization of the design process in the studio. Created design implementation tools which helped to improve the designers' performance at the implementation stage by 20%.
- Won the Golden Star award in Windows Phone Group.

UX Designer, Microsoft China Advanced Technology Center (2007.07 – 2008.08)

Responsible for leading local incubation projects and growing the Microsoft China mobile design team.

- Led the product design of incubation projects for the China market under limited timeframe and resource. The project led to a \$3-million contract with Samsung.
- Lectured the design team on Intellectual Property and resulted in a 30% increase in the no. of patent filed in that fiscal year.
- Wrote a Python program that automated the creation of the design master sheet used in the team's daily visual design review process. This tool saved each designer on average 1 hour of non-creative labor work every day and dramatically improved morale of the team.
- Won the Engineering Excellence award in Microsoft China Advanced Technology Center. (Awarded to 25 out of approx. 500 employees)

UX Designer, Microsoft China Advanced Technology Center (2007.01 – 2007. 06)

Responsible for managing the projects and growing the Microsoft China mobile design team.

- Invented a system to measure the team's work efficiency and its improvement overtime. The system enabled the team to constantly track its performance and make improvement. This includes created a template in Product Studio and trained the team to use the system to help the team track the incoming design requests and back and forth communications with clients. The system improved the response speed of the team to the client by 10%.
- Promoted rapid prototyping process by constantly and proactively delivered small prototypes to Redmond partners for user testing. The process was adopted by the partner team later and helped increase the accuracy of the usability study results.
- Cofounded the Microsoft China D4 design event (a monthly public design event attended by +100 designers) to help increase Microsoft Design's brand in China and attract talents.
- Helped to grow the team 100% (from 4 persons to 9 persons including designers and user researchers) in one year.

Education

- **Master of Design**, Monash University, Australia – Graduated with High-distinction. 2 years of International Deans Scholars Award
- **Bachelor of Architecture**, Chang'an University, China – Graduated with Distinction. Outstanding Graduate and 2 years of outstanding student scholarships

Additional information

- Design & Programming: Sketch, Adobe XD, Python, SQL (learning)
- Market and competitive analysis, user feedback analysis, user centered design, concept development, Interaction design.