

Product designer with 4 years of experience. Shipped multiple designs in mobile and web applications. Achieved 30% NPS increase and 42% view rate increase through creation of data-driven and user-centered design. Leveraged my background as an Architect with systematic thinking to develop simple solutions for complex problem.

Education

Bittiger X UXoffer

UX Design Bootcamp, 2016

Cornell University

Master of Architecture, Post-professional, May 2015

Hunan University

Bachelor of Architecture; May 2014

Awards & Exhibitions

UX Design Hackathon 2020 Challenge Winner

Sponsored by Library of Congress, UXResult.com

DADA 2013 International Digital Infiltration Design Exhibition

Installation invited to be exhibited (role: chief designer).

Skills

Competency

Product Design, Interaction Design, Rapid Prototyping, Design Research, 3D Modeling, Computational Design

Tools

Sketch/ Figma / XD

Photoshop / Illustrator / Indesign,

Premiere / AfterEffects

Principle / Protopie / Invision

Zeplin

Rhinoceros/ Maya /Unity

Processing/ HTML /CSS

Experience

Freelance Product Designer / New York, NY / Oct 2016 - Present

Selected Projects:

- Client: Banmi Pregnancy School, Beijing Zhilehuo Tech. Co.

(A mobile App with 30M+ DAU delivers content that solves pregnant parents' day to day concerns.)

Led the redesign of Banmi to improve user engagement. Redefined IA and user flow of "home" and "school" to simplify experience of content discovery and exploring. Developed new feature of searching for content. Developed prototypes to test design and iterated design with testing feedback. Developed UI and interaction. By the redesign, Banmi's content view rate was improved by 42%, and the average view time was improved by 27%.

- Client: VeeR VR

(A VR video sharing mobile App with 20M+ downloads in over 180 countries.)

Developed design for VR watching mode switching experience to improve learnability and ease of use. Conducted usability testing with 9 first-time users. The task success rate of VR mode switching was improved from 22% to 78% after redesign.

Asymptote Architecture / Product Designer

New York, NY / Jul 2015 - Aug 2017

- Chief product designer for Zumtobel IoT lighting solutions. Redefined the role of future smart lighting devices. Ideate use scenarios, developed device interface and visual and audio conversational interaction experience to show how smart lighting could help make life easier. Developed design of devices and fixtures.
- Chief product designer for IoT smart city new at-home e-commerce experience. Designed and developed the interface of built-in tablet and ordering flow. Designed conceptual building system of automatic package delivery duct to save labor and cost of logistics.

Hellmuth Obata Kassabaum Inc / Architect, Design Professional

New York, NY / Sep 2017- Present

Registered Architect in NY State. Worked on multiple projects in hospitality, residential, transportation and commercial.

