

Product designer with five years of experience. Successfully 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 systems thinking to develop simple solutions to complex problems.

Education

Cornell University

Master of Architecture,
Post-professional, May 2015

Cornell University

Commercial Real Estate
Certificate, Jan 2020

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
AutoCAD / ArcGIS / Grasshopper
Processing / HTML / CSS

Experience

Freelance Product Designer (indicative projects listed below)

New York, NY / June 2016 – Present

Archlio Submittal Management Platform / Product Designer

Freelancer, New York, NY / April 2020 – Present

(A desktop platform for architects to manage and review submittals during construction.)

Designed the product from end to end as a sole product designer. Established the design system and key user flow of the MVP. Improved efficiency of submittal review process by 85%.

Banmi Pregnancy School, Zhilehuo Tech. Co. / Product Designer

Freelancer, New York, NY / Oct 2016 – Sep 2017

(An iOS mobile app with 30M+ DAU delivers content that solves pregnant parents' day-to-day concerns.)

Redefined IA and user flow of "home" and "school", developed interaction prototypes and iterated design with testing feedback. Improved Banmi's content view rate by 42%, and improved the average view time by 27%.

Led the design of the new feature "search" and content display framework, reduced the bounce rate by 39%.

VeeR VR Mobile / Product Designer

Freelancer, New York, NY / Nov 2016 – Jan 2017

(An iOS VR video-sharing mobile app with 20M+ downloads in over 180 countries.)

Developed design of VR watching mode switching experience to improve learnability and ease of use. Conducted usability testing. Improved task success rate by 255%+.

Asymptote Architecture / Designer (Product & Architecture)

Full-time, New York, NY / Jul 2015 – Aug 2017

Chief product designer for Zumtobel IoT lighting solutions. Ideated use scenarios of smart lighting in future living environment. Designed visual and audio conversational interaction experience.

Chief product designer for IoT smart city at-home e-commerce experience. Designed and developed the interface and user flow.

Hellmuth Obata Kassabaum Inc / Architect, Design Professional

Full-time, New York, NY / Sep 2017 – Present

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