

Designer who loves to craft engaging experiences. Collaborate closely with product managers and engineers to ship mobile and web products.

EXPERIENCE

Freelance

Jan 2017 - Current

User Experience Designer

Working on personal projects in collaboration with senior designers.
Providing solutions for individuals, small businesses, and non-profits.

Macate Group

Dec 2015 - Dec 2016

UX/UI Designer - San Jose, CA

Shipped **CodeTel**, Android authentication platform for enterprise.

Identified user's pain points and use cases. Shaped product features like SIM Card Protection by leveraging existing products & authentication technologies. Launched product at CES 2016 and stimulated sales growth of my company's cyber security phone.

Baidu USA

Jun 2015 - Dec 2015

UX Designer Intern - Sunnyvale, CA

Led design of **Mr. do**, an iOS medical chatbot provide personalized medical solutions.

Partnered with PMs and engineers to identify requirements, use cases, and user journeys. Conducted competitive analysis and usability testing to gather insights for iterations. Mr. do (MVP) was implemented as one main feature of Baidu Doctor, which was launched in China 2015, with 46,780 Downloads, Ranked 4.5 Stars in Appstore.

InsideMaps (3D VR)

Jan 2015 - Jun 2015

UX Designer - Redwood City, CA

Individually designed a web-based **3D VR application** that provides interactive virtual tours.

*Increased conversion rate by 35% through improving learnability and simplifying navigation UI.
Designed product introductory video and pitched to Venture Capital companies including Zhenfund and 3H Capital, which helped with fundraising at Series A.*

EDUCATION

Stanford D.School

Design Thinking Workshops
2014 - Present

Carnegie Mellon University

Master of Urban Design
Aug 2014

Beijing Forestry University

B.Eng of Urban Planning
Jul 2013

SKILLS

User Research

Wireframing & Storyboarding

3D modeling & Unity

Interactive Prototyping

Mandarin

HTML CSS Python C#