

## EXPERIENCE

### Career Engine | UX Design Freelancer

Feb 2020 – Present, Remote, CA

- Conducted competitor analysis and testing through user surveys and remote interviews to improve user flow with Figma & Google Analytics for a 5,000+ users daily News app.
- Developed UI library & style guide with developers on responsive web-app and successfully lowered bounce rate through end-to-end product design process.
- Unified the brand identity by creating a consistent visual system, stylizing the typeface, color palette to engineers.

### Stanford Open Covid Pledge | UX/UI Design Volunteer

Apr 2020 – May 2020, San Francisco, CA

- Redesigned the Pledge WordPress website to help share medical intellectual-property by creating an efficient dynamic landing page and onboarding experiences.
- Reorganized information hierarchy with lawyers, Stanford doctors, and Swedish patent searching startup to ensure that content specifications are implemented.

### frog Design | Interaction Design Intern

Jun 2019 – Sep 2019, Shanghai, CN

- Redesigned Family & Kids Experience of a global food brand with 4.6+ rating **available in Apple store**.
- Conducted end-to-end design process from producing storyboards, affinity diagrams, customer journey maps, scenarios, flowcharts, wireframes, design iterations, prototypes, and visual assets with PMs & Visual designers.
- Synthesized and communicated research findings and deliver in-depth mockups and experiences to the customers.

### Virtualitics. Inc | User Experience Design Intern

Jul 2018 – Apr 2019, Pasadena, CA

- Led and presented competitive analysis reports for the AI enterprise data visualization platform to clients and documented with JIRA and Slack internally.
- Built end-to-end user flow with Axure & Photoshop by taking analysis of user feedbacks of image capture tool as the #1 feature requested by Federal clients.
- Collaborated with marketing editors to lead Web Redesign from defining features, UI Icon System, Product subscription panel to interactive High-Fi prototype.

## EDUCATION

### Art Center College of Design

2016-2019, Pasadena, CA  
Bachelor of Science with Honors in Interaction Design  
GPA: 3.7

### University of California San Diego

2013-2016, San Diego, CA  
Bachelor of in Cognitive Science  
Transferred as of 2016

## RECOGNITION

### Art Center Student Gallery

2016 & 2017, Pasadena, CA

### Kunst-Kollektiv Exhibition

2017, Berlin, DE

### Samsung Awards Scholarship

2016–2017, Pasadena, CA

## SKILL

### Languages

English, Chinese, Japanese

### Tools

Sketch, Principle, Adobe Suite (Illustrator, Indesign, After Effects, XD, Photoshop) Keyshot, Axure RP, Figma, Unity 3d, HTML/CSS, Adobe CS

### Design

Visual Design, UX/UI Design, Motion Design, Product Design, Typography, Storyboarding, Rapid Prototyping, Wireframing, User Research, Usability Testing, Web Design

### Hobby

Pro-Gaming, Travel, Cosplay