



Professional Experience

UI/UX Designer, FearLS; New York, NY -- 05/2024 - NOW

Delivering design solutions as a UX designer. Continue to work on more work on enhancing overall brand consistency by establishing and maintaining a cohesive design system and style guide.

Visual and UX Designer, The Fearless Group; New York, NY -- 05/2014 - 10/2024

Spearheaded the UI/UX design for clients included Goodhub, Amtrust, BelpointOZ, Narbis, Spreads etc, enhancing user flows and visual design, aiming to increase in user engagement and leading to improved accessibility and user satisfaction. Collaborated with product managers and developers in an agile environment to create wireframes, high-fidelity prototypes, and final UI designs. Analyzed user behavior through data and implemented UX optimizations that improved key metrics like user retention.

UI/UX Designer, Koala Design Studio; New York, NY — 10/2014 - 10/2016

Work on various UI/UX Web/Mobile responsive design projects.

Clients includes: [Menusifu](#), JunkMate, I-cross, gotowoodbury.com, Columbia University, etc

Web Design Intern, Magnet Media, Inc; New York, NY -- 01/2013 - 05/2013

Responsible for consistent visual designs and user experiences for clients ranging from websites to mobile. Design and produce a range of interactive projects including advertisements, direct mail, corporate identity pieces, landing pages, email blasts, etc.

Projects

Menusifu (Order portal)

Contribution: Collaborated as one of two designers, with responsibilities divided across various wireframes and UI design for an online order platform tailored for a Chinese client.

Crossing Space (Display Furniture Site)

Contribution: Led user research, branding, web UI, and implemented a no-code web development approach.

Tools: Figma, Webflow.

I-Cross (Display Furniture Site)

Contribution: Collaborated as one of two designers, with responsibilities divided across various wireframes and UI design for a real estate platform tailored for a Chinese client.

Junk Mate (Waste Management Company)

Contribution: Partnered with another designer to develop distinct sections of wireframes and UI design for a waste management company's digital platform.

Go to Woodbury (Small B2C Service Booking System)

Contribution: Lead the UI/UX design for a B2C service booking system aimed at a Chinese market.

Tools: Axure RP, Adobe Photoshop.

Skills

Design Tools: Figma, Webflow, Wordpress, Adobe XD, Photoshop, Illustrator, HTML5&CSS3, OmniGraffle, Processing, Axure RP7, PHP&mySQL, Shopify, Unity, Max&MSP, Adobe PR&After effect, etc.

Education

Pratt Institute, School of Art&Design, Brooklyn, NY MFA Digital Arts,

Major: Interactive Arts, GPA: 3.80, G.D: 05/2014

Nanjing University of Posts and Telecommunications BS in Digital Media, 06/2011

Languages

Chinese (Native) English (Fluent)

Voluntary Work

Smashing Magazine Web Design&Dev Conference— 10/2022

4 days immersive conferences and workshops.

Web Solution Manager, New York Chinese Opera Society; New York, NY -- 06/2012-2015

Build and manage the Wordpress site for non-profit organization website.

Leisure pursuit

Beijing Opera, Piano, Ping Pong, Photography