

EDUCATION

CARNEGIE MELLON UNIVERSITY Master of Entertainment Technology

Sept. 2016 - May 2018

SHANGHAI NORMAL UNIVERSITY Bachelor in Advertising, Visual Design

Sept. 2007 - June 2011

WORK EXPERIENCE

UX/PRODUCT DESIGNER

Sept 2019 – Present

AMAZON - DEVICE DESIGN GROUP - FIRE TV AUTO [🔗](#)

Sunnyvale, CA

- Work closely with external partners like BMW, Stellantis to exam auto use cases and test design prototypes.
- Lead the Interaction design for Fire TV rear-seat entertainment system with new modalities and features.
- Design and develop conceptual diagrams, wireframes, mockups for leadership reviews.
- Collaborate with multiple product teams to innovate and integrate emerging technologies on new platforms.

ECHO + FIRE TV

- Launch first Fire TV app on Echo show with landscape and portrait viewports.
- Lead design jams to brainstorm idea on informational structure for integrations between Fire TV and Alexa system.
- Design, test and iterate new widgets on the Alexa dashboard for quick browse and access through touch and voice control.

FITNESS + FIRE TV

- Create conceptual designs that illustrate the future of Fire TV on automobiles, hospitalities, airlines, and gyms,
- Design a versatile and flexible entertainment system that allows quick integration with external partner systems.

UX/UI DESIGNER

Aug 2018 – Sept 2019

MCAFEE [🔗](#)

Santa Clara, CA

- Led the project of designing the next-gen dashboard with the cross-functional teams.
- Collaborated with product managers, engineers and researchers to understand design challenges and user pain points.
- Created conceptual designs and prototypes that illustrate the vision for the future cloud security.
- Iterated designs through usability tests. Created redlines, assets, and specs for engineers.

UX/UI DESIGNER

Feb 2018 – Jun 2018

ELECTRONIC ARTS (CAPSTONE) [🔗](#)

Redwood City, CA

- Designed an internal data visualization platform for the Sims4 team to track daily user behavior.
- Researched with game producers, engineers, and designers to understand their pain-points and needs.
- Created and iterated user-flows, wireframes, and prototypes based on the feedback collected in the usability tests.
- Used Tableau to prototype and explored different data visualization approaches.

3D UX DESIGN INTERN

May 2017- Aug 2017

UNIVERSAL STUDIO [🔗](#)

Orlando, FL

- Brainstormed with producers, artists, and engineers to illustrate cross-platform interactive ideas for themed attractions.
- Designed interaction flows for gaming experiences across different attractions using mobile augmented reality.
- Created 2D&3D prototypes and mockups for testing in mix-reality.

CREATIVE COPYWRITER

ADVERTISING AGENCIES: BBH, BBDO, M&C SATTCHI

Jun 2011 - Apr 2015

Shanghai, China

- Created marketing strategies with the planning team based on consumer research.
- Converted consumer insights into creative content, visuals, and scripts for brand & product ad campaigns.
- Managed the post-production for TV commercials, web/mobile applications, and interactive installations experiences.

CONTRACT/PROJECT

UX/PRODUCT DESIGNER

MENTOR + ME [🔗](#)

Apr 2019 – Jun 2019

Redwood City, CA

- Researched with potential users to create the product road map for mentorship application
- Designed low-fi and hi-fi InVision prototypes for guerrilla testing.
- Led the design of coherent user experiences for web and IOS mobile applications.

UX/VISUAL DESIGNER

ROSENSTRASSE [🔗](#)

Mar 2018 - Jan 2017

Pittsburgh, PA

- Brainstormed with writers to design the graphics and visual system for the narrative game experience.
- Organized monthly play-testings and led the design of a mobile/tablet application for facilitating the game.
- Used interactive wireframes and high-fidelity prototypes to validate ideas.
- Created a consistent UI system to provide an immersive experience.

UX/3D INTERACTION DESIGNER

CHARLIE: AR ASSISTANT [🔗](#)

Sept 2017 – Dec 2017

Redwood City, CA

- Initiated and explored the possibilities of human-AI interaction on AR platform in a scrum team.
- Designed an AI character, using written dialogs, 3D model and animations to reflect her personalities.
- Created, tested and iterated the conversational flow using API.ai.
- Integrated physical objects, camera and social account to make the experience immersive for the guests.

PRODUCT DESIGNER(FREELANCER)

EYENERGY [🔗](#)

May 2015 - Apr 2016

Shanghai, China

- Researched and ideated for a baby monitor product that tracks body movements, facial expressions, and emotions.
- Worked collaboratively with the product team to create user flows and prototypes to collect feedback from users.
- Created branding and data visualizations that help promote the product.

SKILL

RESEARCH

Interview, Usability Testing, Competitor analysis, Personas & Scenarios, Storyboarding

DESIGN

Prototyping, Wire-framing, Visual design, Web Design, Iconography, Typography, Branding

TOOL

Sketch, InVision, Principle, Axure, Adobe XD, Photoshop, Illustrator, Premiere, After Effects, Maya, 3D MAX, Unity 3D

DEVELOPMENT

HTML/CSS, JavaScript