

EDUCATION

Parsons School of Design

Sep 2019 - May 2024 | New York

BFA

Major in Communication Design

Minor in Creative Entrepreneurship

EXPERIENCE

Meituan | User Researcher

Jun 2023 - Aug 2023 | Beijing | Intern

- Analyzed 110+ million user data to tackle conversion rates for a hotel app using SQL.
- Worked with product designers in A/B testings for usability tests in 3 case studies.
- Adept at leveraging user behavior and preferences to optimize product monetization.

Accenture | Business Analyst

May 2022 - Aug 2022 | Remote | Intern

- Researched investment opportunities in 900+ tech startups for Venture Capital team.
- Assisted 6 clients on AR products, AI Supply Chain, and pharmaceutical digitization.
- Experienced in navigating complex user experiences for AI-driven B2B SaaS products.

Christian Dior | Product Strategist

Oct 2021 - Feb 2022 | Shanghai | Intern

- Delivered client and sales insights to guide product design decisions and digitization.
- Analyzed seasonal strategies in 32 Dior Menswear stores, driving 46% annual growth.
- Balanced luxury aesthetics with functional design for consumer products and Apps.

Xiaomi | User Experience Designer

May 2021 - Oct 2021 | Beijing | Intern

- Redesigned health apps on smart watch, with 27 million units shipped in year 2021.
- Ideate, design, and execute UX solution for a lifestyle AR Glasses built from 0 to 1.
- Designs have won prestigious recognition including Red Dot and IF Design Awards.

PROJECT

Hotoven | Art Director

May 2022 - Aug 2022 | Beijing | Freelance

- Logo, color system, font, packaging, menu, interior design for a new fusion bakery.
- The first restaurant opened in 2022, with a second store following in 2024.

ETC.

Tools & Skills

UX & Web

Visual & Motion

Skills

Figma / Sketch / Adobe Xd / Html / Css / Javascript / SQL

Photoshop / Illustrator / InDesign / After Effects / Premiere Pro

UX Design / Marketing & Ads