

EDUCATION

Parsons School of Design

Sep 2019 - May 2024 | New York City

BFA, Communication Design

EXPERIENCE

Visual UX Designer | Under Your Skin

Oct 2024 - Now | New York City

- Led global teams to deliver UX solutions for web and mobile sites in Europe and US.
- Crafted advertising campaigns and multi-channel strategies to drive revenue growth.
- Worked directly with art directors and developers to deliver data-driven designs.

Business Analyst | Meituan

Jun 2023 - Aug 2023 | Beijing | Intern

- Analyzed 110+ million user data to improve hotel App conversion rates.
- Collaborated with PMs on A/B testings to optimize strategies for diverse user groups.
- Delivered clear visions to align user preferences with revenue-driven initiatives.

Business Analyst | Accenture

May 2022 - Aug 2022 | Remote | Intern

- Researched VR/AR trends and AI SaaS digitization across 6 diverse industries.
- Evaluated product efficiency of 1000+ startups for venture capital opportunities.
- Skilled in managing diverse client projects across varying scopes and timelines.

Brand Strategist | LVMH Dior

Oct 2021 - Feb 2022 | Shanghai

- Guided brand innovation and product digitization through consumer data analysis.
- Reviewed industry trends and market developments and for Dior advertising strategies.
- Managed KPIs for 32 domestic Dior stores, driving 46% annual growth.

UX Designer | Xiaomi

May 2021 - Oct 2021 | Beijing

- Ideate, design, and executed UX solutions for a lifestyle AR Glasses built from 0 to 1.
- Designed low & high fidelity user flows and prototypes for a series of smart watches.
- 27 million units shipped in 2021, winning prestigious RedDot and IF Design Awards.

ETC.

Tools

UX & Web Figma / Sketch / Adobe Xd / Html / Css / Javascript / Sql

Visual & Motion Photoshop / After Effects / Premiere Pro / Illustrator / InDesign

Skills

HCI Design flows / journey maps / wireframes / usability tests / rapid prototyping

Marketing brand identity / motion & video-editing / social media campaign