

EDUCATION

Parsons School of Design

BFA | Communication Design

09/2019 - 05/2024

New York City

EXPERIENCE

Meituan | User Data Analysis Intern

06/2023 - 08/2023

Beijing

- Assisted the online travel app team to tackle user growth issues through user data analysis.
- Analyzed 110+ million user data to derive user profiles and uncover valuable user preference insights.
- Collaborated with designers to optimize user interface and enhance conversion rates through A/B testing.
- Performed brand studies, seasonal forecasts, and competitor research for informed branding decisions.

Accenture | Business Analysis Intern

05/2022 - 08/2022

Remote

- Joined the Venture Capital team to explore domestic tech startup investments.
- Gained deep knowledge of integrating cutting-edge features into consumer-facing products.
- Supported 6 client cases, including AR/VR products, AI supply chain, and pharmaceutical digitization.
- Researched 900+ startups and met with 7 CEOs to identify user needs and business goals.

LVMH Dior | Visual Merchandising Intern

10/2021 - 02/2022

Shanghai

- Analyzed seasonal product sales potential for Dior Menswear, which achieved 46% annual sales growth.
- Expert in consumer segmentation and trend analysis, tailor designs to meet diverse user preferences.
- Conducted competitor research to align designs with consumer preferences and Dior's luxury market positioning.
- Analyzed sales data for 32 stores, leveraging insights to boost user experiences and product success.

Xiaomi | UX/UI Design Intern

05/2021 - 10/2021

Beijing

- Created industry-leading user experiences for wearable tech, including fitness watches and AR glasses.
 - Developed UI guidelines and prototypes, evolving the design language for cohesive, visually appealing products.
 - Collaborated with multidisciplinary teams to evolve design language and solve complex challenges.
 - Our products' unique capabilities and personalities achieved 27 million units shipped by year-end.
-

PROJECT

05/2022 - 08/2022

Hotoven | Branding Freelance

Beijing

- Delivered a comprehensive VI branding solution for a newly established light meal and bakery café.
 - Led the design and development of logo, advertisements, app, packaging, print materials, and interior.
 - The café successfully launched in August 2022, near the Olympic Village in Beijing, China.
-

SKILLS

Visual Design

Photoshop / Illustrator / InDesign

Motion Graphics

After Effects / Premiere Pro

UI/UX

Figma / Sketch / Origami / Adobe Xd

Web Design

Html / Css / SQL / Python

Marketing & Branding

brand strategy / market research / competitive analysis / campaign design

HCI Design

flows / personas / scenarios / storyboards / journey maps / wireframes / usability test