

PRODUCT DESIGN UX DESIGN

SUMMARY OF QUALIFICATIONS

9+ years experience in designing products across TV console, web and mobile platforms.

Thorough knowledge of UX process, Agile development process, industry-standard design tools and front-end technical languages, such as Sketch, Invision, Adobe Suite, HTML, CSS.

Fast learner, good communicator and collaborator, interprets information, business objectives and user goals accurately into user flows, wireframes, storyboards. Works well in a team setting or independently to meet aggressive deadlines.

TECHNICAL SKILLS

Design tools - Sketch, Invision, PhotoShop, Illustrator, Indesign, Flash, etc.

Web development - HTML, CSS

Product architecture, UI frameworks and guideline

UX process, User research, Information architecture, Wireframe, High fidelity mock, Interaction design

EDUCATION

Masters Degree in Advertising Art Direction
Academy of Art University, SF

BFA in Graphic Design
Art University of Nanking

WORK EXPERIENCE

Product Design Lead: Priviledger

2019 June -present

Lead the product concept, design strategy and UX of Priviledger mobile app, an e-commerce platform for luxury goods tourists shoppers, especially Chinese tourist shoppers. Responsibilities include building customer profile, use cases, information architecture, user flow, wireframe, interaction design, style guideline, and day to day collaboration with business, product, engineer teams. Product concept helped win major investments for the company.

2013 - 2019 June

UX Producer at PlayStation - SONY Interactive Entertainment

Work closely with cross functional teams: Product, UXR, Engineer, Business teams, on strategizing, designing, delivering the best product UX solutions on below PlayStation features:

- Driving user experience of friend recommendation and player search features on console. They both contributed to a big increase in our players' social circle on platform.
- Managed UX of PlayStation Community on console & mobile from concept to delivery. It becomes the frequently engaged social feature by group of hardcore gamers.
- Worked with Machine Learning engineers on hackathon project about cross game and movie recommendation on console. Project was selected and put into roadmap.
- Driving consumer experience of game media capturing, broadcasting and sharing from console, as well as viewing game media content on TV.

Lead UX Designer at Peanut Labs, Inc

2011-2013

Responsible for designing and user testing Peanut Lab's main product - a monetization web platform, which is largely used by 50 million people worldwide.

UI Engineer at Pingsta, Inc

2009-2011

Lead UI designer of Pingsta's web-based customer platforms and cloud management tools, which provide online IT services for companies such as AT&T, Capgemini, and Alcatel-Lucent. Designed the visual and user interface of mySolv.com, a top online IT knowledge-sharing portal.

UX Designer at EdgeOnCollege

2008 - 2009

Responsible for site redesign for Edge On College, an online mentorship platform, that won the company accounts with UC Berkeley, University of San Francisco, and Virginia Commonwealth University etc, while boosting site traffic 10-15% per month.