

## EDUCATION

### Digital Arts Pratt Institute

2011 – 2014 | NEW YORK

Master of Fine Arts,  
Interactive Arts, Digital Arts

## TOOLS

Figma, Sketch, Axure RP  
Adobe Creative Suite  
Html&CSS  
Webflow, Framer,  
WordPress, Shopify  
Zoho, Google Analytics,  
MailChimp

## OTHER SKILLS

Processing  
Max&MSP, Unity  
PHP&MySQL  
Logic Pro

Product Design  
User Research  
Wireframing  
Prototyping  
User Experience  
Visual Design  
Interaction Design

## LANGUAGES

Chinese (native)  
English (professional)

## LEISURE PURSUIT

Beijing Opera, Piano,  
Ping Pong, Photography

## EXPERIENCE

### Digital Designer | Fearless Agency

May 2014 – Now | New York

- Established web design solutions and digital experiences for clients across financial, healthcare, med-tech, online gaming, pharmaceuticals, and investment products, enhancing user flows, visual design, accessibility, and overall satisfaction.
- Collaborated with project managers and developers in an agile environment to create wireframes, UI designs, and final high-fidelity prototypes.
- Project managed Zoho CRM systems for med-tech clients to track web performance, maintaining monthly analytics reports for internal teams.
- Created customized website designs, supported CMS plugin implementation, generated performance reports, and implemented UX optimizations that boosted key user metrics.
- Designed and implemented HTML email templates powered by AI workflows.

### Visual Designer | Nickel5

Sep 2024 – Now | Remote

- Developed brand and social design assets, collaborating cross-functionally with the CEO, marketing director, developers, and executive leadership to drive a 15% increase in social media engagement.

### UX/UI Designer | Freelance

May 2014 – 2024 | New York

- Collaborated with companies across POS systems, booking platforms, real estate, and junk removal services to manage responsive web projects from concept to delivery.
- Identified customer pain points and experience gaps, driving UX improvements and product decisions.

### UI/UX Design Intern | Kisi

Jun 2013 – Aug 2013 | New York

- Improved existing marketing content across web, paid media, social, print, and live events.
- Collaborated directly with the Co-founder and product team to prototype, design, and deliver UI designs and UX flowcharts, including dashboard interfaces and website/mobile application setup wizards.
- Designed posters and brochures for KISI brand and events.

### Brand Design Intern | Magnet Media

Jan 2013 – May 2013 | New York

- Responsible for consistent visual designs and user experiences for clients ranging from websites to mobile. Design and produce a range of interactive projects including advertisements, direct mail, corporate identity pieces, landing pages, email blasts, etc.