

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 (professionnal)

LEISURE PURSUIT

Beijing Opera, Piano,
Ping Pong, Photography

EXPERIENCE

UI/UX Designer | Freelance

2024 – Present | New York

- Developed the initial user flows and design frameworks for a social app with Fear-LS.
- Optimized design components to improve clarity, scalability, and accessibility.
- Designed high-fidelity journey maps and storyboards to communicate new user experiences.
- Redesigned the website to better convey the product's value and messaging.
- Designed and implemented HTML email templates powered by AI workflows.

Visual and UX Designer | Fearless Agency

May 2014 – 2025 | 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.

Visual Designer | Nickel5

Sep 2024 – 2025 | 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.

Principle Designer | Koala Design Studio

Oct 2014 – Oct 2016 | 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.

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.