

## EXPERIENCE

08/2016 **Pogo Rides** | Seattle, WA

Now

### Lead User Experience Designer

Lead Designer responsible for end-to-end product design with Lean UX process, and shipping cross-platform app and websites that address our business goal: helping busy parents find trusted and reliable rides for their kids. This requires collaboration and effective communication with CEO, CTO, CMO, Software Engineers, director of PR, and Start-up Advisors from ideation to implementation. Responsibilities include: user research, user flow, wireframes, prototypes, hi-fi mock-ups, usability studies, marketing materials, and websites.

#### Contribution

- Redesigned the app, which helps to hit 2000 weekly active users since launching from 0. Installs increased by 60x since launching.
- The design of a new website and upgraded visual users' interactions resulted in a 3X increase in news subscribers within 2 months.

05/2015 **Google** | Mountain View, CA

### User Experience Design Intern

Designed notifications flow for new Google+ that people can share interests with strangers all over the world. Collaborated with PMs, Engineers, and User Experience Team Members. Successfully launched a cross-platform solution for G+ notifications that integrated all Google product notifications. Received a Peer Bonus from PM.

#### Contribution

- Interacted and communicated with two different user experience teams in a way that resolved conflicts quickly and effectively
- The redesign resulted in a 15% increase in notifications clicked

02/2012 **Baidu** | Beijing, China

### User Experience Designer

Lead Designer on a 30-person team and designed a series of internal tools that help 45000+ employees increase productivity and promote happiness at work. Collaborated daily with PM, Engineers and Editors. Interacted using Agile on multiple products. Received an Excellence Performance Award from COO.

#### Contribution

- Designed a mobile app that reduced the meeting room booking process from 10 minutes to 1 minute and increased the room utilization from 20% to 95%
- Designed an instant messaging app that is used by 45,000+ employees to communicate and collaborate efficiently
- Designed enterprise products that help employees work happily and efficiently: budget system, operations, approval app, mobile development platform, technical forum, life perks website, internal website

## FREELANCE PROJECTS & CONSULTING

2016 **Good Money** (San Francisco, CA) A mobile app that helps people gain a better understanding of their finances. Responsible for designing user interfaces, prototypes, and motion graphics.

2015 **UCSF Benioff Children's Hospital** (San Francisco, CA) Consulted on an emergency department design thinking project that evaluated the treatment process from a patient experience perspective. Provided analysis, collaborated with multiple designers on the ideation phase, and designed prototypes for patient processes.

2014 **Weiyu** (Beijing, China) A social app that people can share videos and photos

2013 **365Days** (Beijing, China) A social website that people can write diaries and post photos

2013 **Weizhaopin** (Beijing, China) A job hunting website that helps engineers to find a new job

2011 **The UN Youth Year Project** (Beijing, China) An NGO website focusing on climate change

## SKILLS

### Specialties

- Product & business thinking
- Work on multiple complex projects
- Cross-functional collaboration
- Lean UX methodology

### UX

Information architecture / User research / Wireframe / Prototyping / Storyboarding / Persona / Usability study / Interaction design / Visual design / Motion graphic

### Softwares

Sketch  
Adobe CC  
Flinto  
After Effects  
InVision  
Wordpress  
Framer

### Languages

HTML+CSS  
Processing  
Arduino

## EDUCATION

### California College of the Arts

San Francisco, CA  
MFA, Design  
2016

### Beijing Jiaotong University

Beijing, China  
MS, Software Engineering  
2014  
BS, Software Engineering  
2012