

I thrive in collaborative environments, easily adapt to varied communication styles and workflows, while also working effectively on my own. I believe a mindful and detailed design can contribute to effective communications and better user experience.



## WORK EXPERIENCE

- March 2017  
– March 2020  
  
Pasadena CA  
U.S.
- You World Inc.**  
*Lead Designer, Product Manager*
- Designed YW Plug and Pay product ([yw.financial](#)) UI and user experience; developed customer service protocols; managed product operation in early product stages; managed data reporting and analytics  
*YW Plug and Pay is partnering with Alipay and WeChat Pay, with average MAU of 850 in 2019*
  - Managed YWApp product front-end development and marketing campaign-based product iteration  
*The clients include U.S. top brands and retailer groups, such as Bloomingdale's, Tommy Hilfiger, Schiff, Beverly Center, L'oreal, Swarovski, Simon Property Group, and Caesars Entertainment*
  - Designed the website of You World Inc. ([yw.financial](#))
  - Provided visual support for business development, marketing, and corporate communications; Created monthly update cartoons for the investor newsletter
- Jan 2016  
– Feb 2017  
  
Washington DC  
U.S.
- The Dialogue Group**  
*Manager, Product Innovation*
- Structured the user flow, designed the interface and prototype, and facilitate the user testing of the alpha version of *Hainiu*, an online cross-cultural talent exchange platform
  - Formulated the illustration, data visualization, and pre-press layout and operation of *The White Paper of the China's Global Brands*, a joint project between *The Dialogue Group* and the *Blue Focus Group*
  - Designed the logos, infographics, online banners, e-newsletters, and the communication visual assets for projects such as: 1) *"Don't Guess. Test!"*, a digital communications campaign launched by *Foundations Medicine*; 2) *CTExcel*, the brand of *China Telecom Americas Corporation*; 3) *Asia Society*; 4) *Alliance for Transportation Innovation*
- Nov 2015  
– Present  
  
Washington DC  
U.S.
- DC Chinese Film Festival**  
*Director of Visual Design*
- Responsible for digital and print design and collateral, including program logo, festival posters, program books, online and outdoor display ads, and other digital communications design assets
  - Assisted and supported event planning  
*The 4th DCCFF in 2018 showcased 37 features and shorts from 9 countries and regions*
- Aug 2011  
– June 2014  
  
Xiamen  
China
- Bright Compass Marketing CO., LTD**  
*Designer, Illustrator, Account Executive, Creative Manager*
- Created the mascot, designed visual identity systems, initiated and designed the user interface of the webpage and mobile app for the *3rd Xiamen Mid-Autumn Tourism Festival*
  - Created the mascot, designed visual identity systems and promotion deliverables for the *7th Xiamen International Animation Festival*
  - Wrote creative briefs and managed design process
  - Conducted marketing research, wrote branding and communication plans, managed clients' e-commerce websites, presented campaign reports for clients

## EDUCATION

### UXOFFER.COM

Sept 2016 – Nov 2016  
UX Bootcamp

### Georgetown University

Sept 2014 – May 2016 (Washington D.C., U.S.)  
*Master of Professional Studies*, Public Relations and Corporate Communications

### Xiamen University

Sept 2007 – June 2011 (Xiamen, China)  
*Bachelor of Law*, Politics and Administration  
*Bachelor of Arts*, Advertising

## SKILLS

### LANGUAGE

Mandarin (Native) | English (Proficient)

### UI / UX

User Research | Usability Testing  
Wireframe | Web & Mobile | Rapid Prototyping  
Product Requirement Documentation

### GRAPHIC DESIGN

Logo & Icon Design | Printing | Illustration  
Infographics | Computer Graphic

### OTHERS

Photography | Photo processing  
Digital marketing & Communications

## TOOLS

### Visual

Sketch  
Figma  
Procreate  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign

### FRONT-END

HTML  
CSS  
WordPress  
Wix.com

### INTERACTIVE

Axure  
InVision  
Marvel  
Proto.io  
Principle  
Zeplin

### OTHERS

Adobe Acrobat  
Adobe Lightroom  
Miro  
Mixpanel  
Lookback  
MailChimp