

*I'm a product designer with over 5 years of professional experience conceptualizing and crafting digital products that solve real-life problems and help businesses expand and grow.*

## Experience

### Education

Google UX Design Specialization  
July 2022 – Oct 2022

Simon Fraser University  
2010–2015  
Bachelor of Arts  
Interactive Arts & Technology

### Skills

Product Design  
User-Centered Design  
Mobile Design  
Responsive Design  
User Research  
Market Research  
Storyboarding  
Journey Mapping  
Usability Testing  
Wireframing  
Prototyping  
Product Management  
Motion Graphics  
Graphic Design

### Tools

Figma	Google Workspace
Sketch	Dreamweaver
Adobe XD	Premiere Pro
Photoshop	After Effects
Illustrator	Final Cut Pro
InDesign	Zeplin
MS Office	Jira

### Languages

English  
Mandarin Chinese

- **Product Designer** – Samsung Ads

Jan 2023 – Present

Participating in the user-centred design process with other product designers, UX researchers, product managers, developers and end-users.

Delivering detailed user flows and prototypes to communicate design concepts while addressing business and technical requirements.

Collaborating with UX Researchers to plan, observe and take notes during UX research studies and validating the design proposals with them by iterating alternatives.

Contributing to the component library and design system guideline documentation and assisting other colleagues in understanding the design library.

- **Senior Product Designer** – VanPeople Network

May 2018 – Dec 2022

Oversaw a design team and led the UI/UX design of multiple projects across platforms from conception to delivery.

Helped define a new design system to unify the team to work with design components and styles across the platform.

Collaborated with product managers and engineers on the product design of mobile applications and websites and interfaced across product, marketing, and operation teams.

- **Graphic Designer** – Liuyishou Int. Management Co. Ltd.

Jul 2016 – Nov 2017

Designed a wide range of materials, including social media materials, print design, packaging design, and website design, to help raise awareness of the company's brand and marketing campaigns.

Played a key role in the generation and implementation of marketing campaigns for a chain of restaurants in North America.

- **Graphic Designer** – Green Family Int. Development Inc.

Jul 2016 – Nov 2016

Worked on a diverse array of projects, including creating print designs, designing and building the company's website, and working with clients and social influencers to develop, produce and deliver marketing campaigns.