

Experience

UX/UI Designer  
Spark Education  
01.2023 - 06.2023, San Mateo, CA

- Led the design of a **new free assessment feature** that increased user engagement by **20%** and sign-up rate by **13%**
- Redesigned the **landing page** for math programs, resulting in a **15%** increase in **conversion rate**
- Developed a new **self-serve** flow to schedule free trial classes, resulting in a **30%** increase in the number of trail classes scheduled
- **Rebranded the company website**, aims to a 20% increase in brand awareness

UX Designer  
Miracle.ai  
01.2022 - 12.2022, Remote

- Created end-to-end **mobile app design** of ride-sharing, helping drivers and riders enjoy an economic and convenient experience with AI integration, **launched in February 2023**
- Research, explore, define and validate new **Smart Life solutions for Intel**, providing flows and prototypes of Smart Fridge, Intelligent Shopping List, and Textbook Scanner

Freelance UX Designer  
Self-employed  
01.2021 - 01.2022, Remote

- Conducted research, design iterations, and hi-fi prototypes for Lynk&Co's **vehicle infotainment system**, improving two main functions in the camping mode, **shipped MVP in October 2021**
- Redesigned Air Reading's **website** that improve its enrollment rate by **5%** in August 2021

Learning Experience Designer  
West Contra Costa USD  
03.2019 -06.2022, Pinole, CA

- Created the school's first **online library** which pioneered the transition to a digital reading experience and improved learners' reading levels by **30%**, **launched in November 2021**
- Designed cross-disciplinary curriculum and integrated it with instructional technology for K-3 learners, improved their national math and literacy score by **38%** and **25%**
- Iterated from product concepts to hi-fi prototypes through wireframing, rapid prototyping, and user testing including Report Card Generator, Conference Sign-up Board, Students' Rewards and Consequence Systems

Education

Southern Illinois University  
2015-2017, Edwardsville, IL

M.A. Teaching English As a Second Language  
Specalized in insturction design

Southwest University  
Science & Technology  
2011-2015, China

B.A. English Language and Literature  
Specalized in content writing and localization

Skills

Design Methods

- User research
- Affinity diagram
- User flow
- Journey mapping
- Wire-framing
- User testing
- Mobile & Web Design

Design Tools

- Figma
- Google Workspace
- Usertesting.com
- Jira