



UI/UX | Product Designer | Product Manager

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ABOUT ME

A product designer with 3 years of experience in both digital and physical realms, passionate about blending digital experiences with traditional culture to create visually appealing and engaging user experiences

EDUCATION

Master of Design -Interaction Design

California College of the Arts

San Francisco, CA | Aug 2023 - Aug 2024

Bachelor of Science -Landscape Architecture

University of Kentucky

Lexington, KY | Aug 2015 - Dec 2019

SKILLS

Figma • Webflow • SketchUp(3D)
Google Suite • Microsoft Office Suite
Adobe Suite (PhotoShop, InDesign, Illustrator)
Language (Mandarin-native, English-fluent)

EXPERTISE

UI/UX Design
Wireframing • Prototyping
Journey Mapping • User Flows
User Research • Usability Testing
Heuristic Analysis
Graphic Design
Responsive Design

WORK EXPERIENCE

Product Designer & Co-Founder | JingD Spirits Co

Yunnan, China | Nov 2018 - Present

- Refined brand strategy through extensive user research, market analysis, visualize brand storytelling and packaging design; established cohesive brand image and emotional connection.
- Optimized brand engagement across multiple touchpoints, ensuring design consistency and accessibility, resulting in a 40% increase in brand engagement and content interaction in the first year.
- Operational in major social media platforms and produced engaging short videos for product promotion, while planning offline pop-up shops, boosting user conversion rates by 80% and retention by 45%.

Experience Designer | Presidio Trust

San Francisco, CA | Jan 2024 - Aug 2024

- Applied service design, user research, co-design workshops, and prototyping to enhance the outdoor experience at San Francisco Presidio National Park's field station.
- Refined design strategies by introducing the 'Ultimate Basecamp' concept, simplified user journey, and increased user experience and retention by 25% after usability testing.

Experience Designer & Artist Assistant | XINYE LIN LLC

San Francisco, CA | Aug 2023 - Oct 2023

- Participated in stage space arrangement and strategically planned user experience routes to optimize audience engagement.
- Collaborated with the visual team to create project materials like posters and stickers; optimized online channels, enhancing appeal and accessibility, attracting over 500 participants.

UI/UX Designer | Tiandu Group

Yunnan, China | Mar 2022 - Dec 2022

- Conducted user research, built information architecture, and focused on logical interaction modules; designed responsive prototypes with detailed micro-interactions, boosting user satisfaction by 30%.
- Collaborated with product managers and engineers to ensure adherence to user-centered design principles.
- Improved product user experience through A/B testing and user feedback, resulting in a 10% increase in usage.

Landscape Designer | DDON

Shenzhen, China | Jun 2020 - Oct 2021

- Integrated sustainable landscape research with interactive design principles to enhance environmental and user interaction outcomes.
- Spearheaded inclusive design initiatives addressing rural depopulation and aging demographics; enhanced accessibility and community engagement through thoughtful design solutions.