

Product Design Lead - Amazon AWS

3 yrs, 2022-Now

- Partnered with AI agents to build scalable identity and permissions solutions adopted by AWS customers globally.
- Owned the vision and end-to-end experience for an internal GenAI platform, defining its long-term strategy, ecosystem, and integration model.
- Built AI agents that automated cross-functional workflows, boosting efficiency and promoting usage.
- Led UX vision for internal marketing consoles serving 1,500+ global stakeholders and influenced C-suite leaders to drive adoption and innovation.
- Developed foundational templates and UX guardrails powering 600M+ global campaigns, establishing standards that improved consistency and speed.

Product Designer II - Groupon

2 yrs, 2020-2022

- Revamped inventory management tool and Self-service on multi-platforms.
- Integrated notification and messaging system to improve merchant experience.
- Launched the Groupon Marketplace on multi-platforms.
- Created northstar vision for consumer experience and presented to the senior leaderships.
- Migrated and maintain the design systems with UI designers and engineers.

Senior Product Designer - Softvision

1 yr, 2019-2020

- Designed and shipped 8 features of the PwC internal platform for its 250k global employees; achieve a steady increase of 5% in monthly active users.
- Led the design of platform gamification and set metrics for shipped features.
- Collaborated with the UI designer and engineers to craft the internal design system.
- Created design frameworks and radical approaches to optimize the team workflow.

Senior Product Designer - Mijie Vehicle

2 yrs, 2017-2019

- Led the prototyping and testing of the dashboard interface on electric vehicle with engineers; increased 45% in user action speed and 32% in accuracy.
- Built and launched the marketing website, leading to a 13% increase in sales within the 1st quarter.

UX & Industrial Designer - Electrolux

1 yr, 2016-2017

- Created 15 design concepts and 4 functional prototypes for oven control panels, with 2 selected as global design directions; contributed to 7 filed design and utility patents.
- Designed and prototyped conversational interfaces for Alexa-enabled appliances with cross-functional teams.

Visual Designer - The Ohio State University

3 yrs, 2013-2016

- Designed 100+ branded multimedia assets and redesigned key website components to improve clarity and consistency.
- Collaborated with 12+ departments to update marketing guidelines and streamline cross-campus communication.
- Supported the Communications Director in delivering 25 major university events with cohesive visuals.

Skills & Tools

UX/UI Design, Agentic AI Experience, Vibe Coding, Prototyping, AR/VR Design, Industrial Design, 3D Modeling and Rendering
Figma, Sketch, Cursor, Visual Studio

Awards & Education

MIT Design for Inclusion - 2nd Place (2019)
MIT Hacking Medicine - 3rd Place (2019)
Yale School of Management, Executive Education, 2019
University of Washington, Master of HCI + Design, 2018
The Ohio State University, B.S. in Industrial Design, 2016