

Su He

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Education

New York University

MPS, Interactive Telecommunications Program

New York

The Chinese University of Hong Kong

MA, Global Communication

Hong Kong

Beijing Language and Culture University

BA, Korean Literature

Beijing

Awards

IF Design Award 2024

Winner

W Hotel Packaging

Muse Design Awards 2022

Gold Winner

PW01

Muse Design Awards 2022

Gold Winner

Eligma

Muse Design Awards 2022

Gold Winner

Phantom Tiger

Skills

Design

Industry design	Web design
Branding design	User interface design
Visual design	User experience design
3D design	Packaging design

Tools & Programming

Figma	Adobe XD
Sketch	Adobe PS
Miro	Adobe Ai
Adobe Premier	Adobe AE

Experience



Senior Design Manager @ Microsoft

July 2022 - Present, Seattle

- Project Overview: Led the inception and market leadership of Azure AI Studio. **Collaborated closely with OpenAI** to pioneer trends in the AI industry, setting a new standard for innovation and excellence.
- Team management: **Directed a global team of 11 designers**, fostering a culture of collaboration and excellence, and facilitating professional growth.
- Branding Design: Utilized leading design tools to create impactful visual assets, **elevating Microsoft's brand and business initiatives**.
- User Interface Design: Created Azure AI Studio's interface from the ground up, achieving a modern, cohesive, and engaging user experience.
- Accessibility Design: Implemented accessible design principles, enhancing inclusivity and user experience for diverse audiences.



Senior Design Manager @ ByteDance (TikTok)

Dec 2019 - July 2022, Mountain View

- Project Overview: Spearheaded the **design of over 20 enterprise products**, including web, mobile, iPad platforms, and dashboards, building each from the ground up.
- Team management: Led a dynamic team comprising 4 junior and 2 senior product designers, providing mentorship and fostering talent development.
- Localization design: Revolutionized the Lark Office Suite with a focus on localization for the U.S. market, achieving a notable 10+ point increase in NPS scores.
- Visual Design: Developed a unified visual language that enhanced data comprehension, through strategic use of color, typography, and iconography.



Product Designer @ New York University

Jun - Dec 2019, New York

- Project Overview: Led the website design for NYU official site within 6 months timeframe and improved **NPS to 90+**
- Illustration Design: Generated the design system and created 10+ illustrations to increase user conversion rate to 168%