

I design user-friendly solutions and lead projects from idea to launch. With 5 years of experience, I've created products used by millions internationally across mobile, web, TV and AR/VR Spatial Design.

Work Experience

Peacock/NBC Universal | Sr. Product Designer

Jan 2021 - Present

- **New User Onboarding**
Led user onboarding design (Mobile, Web, TV). Launched and achieved high completion rate among new users
- **Mobile Navigation Redesign**
Redesigned and Launched new mobile navigation
- **Live Events In Browse**
Designed an optimized browsing experience for live events, supporting Peacock's live sports expansion.
- **Trending On Peacock**
Led design of Top 10 Rail on mobile, introducing short-form video to enhance discovery, resulting in increased session times.
- **Spatial Design Innovation**
Designed Vision Pro's 3D navigation interface, contributing strategic insights for C-level product vision.
- **Profile Settings**
Designed profile settings for Peacock and its joint ventures.
- **Live Events Binge**
Designed and launched Live Events Binge, retaining 85% of the Beijing Winter Olympics prime-time audience
- **Content Maturity Ratings**
Led design for content maturity ratings for all content types.

Eureka Surveys, #1 iOS Survey App | Product Designer

Sep 2020 - Jan 2021

- Led design for Gift-card checkout & Sweepstake entry (mobile, web)
- Designed and shipped landing page and Eureka Blog
- Introduced design system and accessibility

HTMart | Product Designer (Contractor)

Sep 2020 - Nov 2020

- Redesign eCommerce's shopify to improve conversion rate.

Renook | Owner, Product Designer

Jan 2020 - Aug 2020

- My first startup attempt. It is a mobile and web app that helps renters and home buyers find their perfect apartment.

Education

Columbia University

Master of Science in Architectural Design

Southeast University

Bachelor of Architecture

Skills

Design & Prototyping

Information Architecture Interaction Design
Micro Animation Wireframing Prototyping
Design System UI/UX Design Storytelling

Research & Strategy

User Testing User Research Design With AI
Data-Driven Design Competitor Analysis

Spatial & 3D Design

Spatial Design 3D Modeling AR/VR Design

Tools

Figma Adobe CC Bezi InVision Jira
Webflow Powerpoint Keynote

Other Experience

My experience as an architect grounds my design path, adding spatial thinking and human-centered design to my UX approach—happy to chat more!

Perkins Eastman | Architect

Sep 2018 - Apr 2020

B+MD Architects | Architectural Designer

Oct 2015 - Feb 2018