

Highlight

- Drive products from 0–1 research to 1–100 growth, applying rigorous research, logical reasoning, and innovation under constraints.
- Build scalable design systems and standards that accelerate delivery while elevating usability, accessibility, and visual impact.
- Apply 7+ years in tech to translate complex business and user needs into actionable design propositions, prioritizing outcomes that drive adoption and engagement across B2B and B2C.

Professional Experience

Product Designer / GWSK Design Agency

Jun 2025 - Present • Toronto, ON

- Designed and optimized dashboards and end-to-end workflows for diverse clients, streamlining tasks and accessibility — cut key action completion time by over 20%.
- Built a core design system in 2 weeks, prioritizing buttons, icons, forms, lists, tables, colors, and typography; expanded by benchmarking leading systems — boosted design/development efficiency by double digits.
- Collaborated with stakeholders to propose multiple design options, evaluate trade-offs, and rapidly iterate to align final solutions with business goals and user needs.

Product Designer / Planet XR

Sep 2024 - Present • Toronto, ON

- Redesigned Chat features for LunchME, a coffee-chat app, integrating dynamic bar reminders and AI-driven time/place recommendations — boosting scheduling success rate by 32%.
- Facilitated design thinking workshops, aligning multi-disciplinary teams to deliver conversion-focused features that balanced usability with brand strategy.
- Conducted usability testing with 10+ users and applied insights to boost engagement by 30%, refining interactions for quicker, more secure offline meetups.

User Experience Design Specialist / Devco Services Ltd

Jun 2024 - Aug 2024 • Oakville, ON

- Led website redesign, creating sitemaps and flows that improved navigation clarity, aligning features with strategic goals.
- Delivered rapid iterations of concepts to stakeholders, achieving scalable, user-centered features that supported product-market success.

UX/UI Researcher & Designer / Skill Squirrel

May 2023 - Aug 2023 • Mississauga, ON

- Digitized and embedded Physical Demand Analysis form, cutting task processing time by 40% for employers and job seekers.
- Redesigned account interfaces to improve accessibility and usability, driving measurable gains in user engagement.
- Built interactive onboarding experience that supported growth in new customer acquisition.

Communications & Marketing Director / China Mobile Group

Aug 2013 - Apr 2019 • Ningbo Branch, China

- Directed annual 5G campaigns, coordinating cross-functional teams, generating 80+ media placements per event with 50K+ clicks, including national coverage.
- Created product strategies from surveys and managed website content to grow brand reach.
- Mentored 50+ campus agents and coordinated with 30+ local merchants, scaling student market adoption from 60% to 85% in Ningbo.

Additional Creative Work

Service Designer / Sheridan College

Sep 2023 - Apr 2024 • Oakville, ON

- CommWeave – Designed an app to support Chinese immigrants using service design methods: triangulated research, interviews, A/B testing, and card sorting. Built IA, a service blueprint and prototypes over 5+ iterations.

Education

Honors Bachelor of Interaction Design

2020 - 2024 • Sheridan College, Oakville, ON

- **Valedictorian** for the Faculty of Animation, Arts & Design

Master of Mass Communication

2010 - 2013 • Soochow University, Suzhou, China

Bachelor of Journalism

2006 - 2010 • China University of Geosciences, Wuhan, China

Certificate

Google UX Design Certificate

2021 • Google

TCPS: Ethical Conduct for Research Involving Human

2021 • Panel on Research Ethics

Certificate in Creativity and Creative Problem Solving

2024 • Sheridan College Board Undergraduate

Skills & Tools

User Research User Interview
Personas Customer Journey
Information Architecture
Sitemap User Flow
Wireframing Prototyping
Usability Testing Storytelling
Data Visualization 3D Modelling
Motion Design Branding
Responsive Design
Inclusive Design Marketing
Project Management
Stakeholder Management
HTML&CSS Google Analytics
Figma Adobe Creative Suite