

Experience

Design lead / Truworld (Real World Gamification mobile App)

Aug 2023-Oct 2024

- Collaborated with Product Manager and stakeholders to align expectations for MVP and clearly showcased the product offerings in line with the company’s vision and roadmap, contributing to the community’s growth from 0 to 30,000+ followers.
- Gained early attention and support from Coinbase CEO, Brian Armstrong, and secured first prize (\$25,000) in a competition hosted by Amber Group.
- Achieved a 30% user retention rate during the beta phase by optimizing usability through competitor analysis, testing, wireframes, and high-fidelity prototypes.
- Created NFT designs with over 160,000 unique holders and 3.5 million mintings, leading to a partnership with BASE Chain to promote Truworld.
- Partnered with BASE, one of the most trending Ethereum L2 network, to design the minimalist and intuitive marketing artifacts for the Base Night event in Toronto. The design became a cornerstone of the event's marketing strategy, helping to attract over 300 local blockchain professionals and significantly boosting event visibility and engagement.

UI/UX Designer / Nebula Block (AI cloud IaaS)

Aug 2024-Now

- Drove the Nebula website&user portal UI revamp project, an AI infrastructure service with over 140,000 community followers.
- Cooperated with Product Manager and Developers to align UX expectations and developed a series of seamless animations to present multi-layered information in a visually cohesive and exciting way.
- Completed analysis on competitors, captured and resolved 18 found issues, documented findings and recommendations.
- Enhanced 50% user deployment efficiency by delivering a fresh, modern visual UI and a simple, intuitive user experience with Nebula’s services.

UI/UX Designer / SynStation (Web 3 Betting/Staking Platform)

Jul 2024-Now

- Led the design team at SynStation to develop a user-friendly Crypto Staking/betting UI for both desktop and mobile versions from scratch.
- Analyzed Polymarket, Coinbase, and Binance’s staking/betting process and UI/UX, uncovering 9 improvements that were addressed to optimize SynStation.
- Established UX guidelines for 20+ components, including staking/betting interaction patterns, profile management and development standards.
- Contributed to the platform’s successful launch, which gained significant user traction and resulted in nearly \$6,000 in total staked assets within two weeks, with rapid growth following.

UI/UX Designer / Kitchen Automatique (Smart Cooktop)

Dec 2022-July 2024

- Transformed desktop and mobile web pages to improve user experience. Collaborating with CEO and Dev Team, driving a 50% increase in weekly active subscribers.
- Designed a unique Kitchen OS to enhance user engagement with the cooktop interface, including prototyping PAD interactions for seamless input and feedback. Increased user efficiency by 80%.
- Created comprehensive marketing assets, including product decks, posters, logos, and presentations, to support brand identity and fundraising efforts. Boosted active user engagement in the community by 500%.

UI/UX Designer / Unishell (Online Nutritionist System)

Jul-Sep 2021

- Designed Unishell’s mobile user interface and developed a comprehensive UI library.
- Prototyped key views such as the home page, user profile, search engine, nutritionist management system, and online store system.
- Collaborated closely with engineers to continuously iterate and improve the product.

Skills

Tools

PhotoShop Webflow Keynote
Illustrator Figma HTML(Basics)
AfterEffect Adobe XD CSS (Basics)

Design

User Interface, User Experience, Visual Design, Wire-framing
Pixel Perfect Design, Digital Prototype, Branding Design, Presentation Design, Video Editing, Animation Design, Poster Design.

Research

User Psychological Survey, User Testing, Competitor Analysis, Design Strategy, Information Architecture.

Other

Teamwork	Friendly!	Welling to help!
Problem solving	Adaptable	Details oriented
Passionate!	Love to help	
Pixel-perfect	Low ego	

Education

Graphic Design Program

Algonquin College 2020-2023