

WORK EXPERIENCE

Product Designer | New Port LLC

Redwood City, CA | Jun 2023 - present

- Spearheaded product design and R&D for a GenAI-driven lenticular line, prototyping a web-based portal for automated visual transformation and increasing production efficiency by 500%; achieved a 400% revenue surge through data-driven product strategy and interactive AR experiences.
- Directed the commercialization of an AI-simulated 3D texture product line, scaling annual revenue from \$0 to \$150K via an independent storefront and lean market validation; optimized GenAI content for product-market fit based on feedback from 2,000+ organic leads and 300+ user interviews.

Producer | RedNote & Lemon8

United States | Sep 2022 - present

- Directed end-to-end visual production for marquee F&B brands (HEYTEA, Weee!, Chi Forest), driving 3M+ views and 160K+ organic likes and saves through high performance social content with viral reach.

Digital Experience Designer | Gensler

Los Angeles, CA | Jun - Aug 2022

- Collaborated with product and interior teams to design Google Experience Center and Qualcomm Center, delivering digital and physical prototypes, user flows, motion graphics and 3D modeling, hi-fi wireframes, and visual assets.

Visual Designer | ByteDance

Beijing, China | Oct 2020 - Apr 2021

- Delivered visual assets and motion graphics for B2B and B2C events, collaborating closely with marketing and cross-functional teams to drive 3M views and 100K social reach.

Designer | UNIQUEAD

Beijing, China | May - Oct 2020

- Responsible for HBO, BMW and Nippon's visual design to increase brand reach in social media, gaining a total of 500K views and 300K followers.

TOOLS

GenAI

Gemini, Midjourney, Stable Diffusion(AUTOMATIC1111, ComfyUI), Runway, HeyGen, Dreamina.

Design

Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere, InDesign), Figma, Cinema4D, Blender, Rhino, SketchUp

Programming

JavaScript/HTML/CSS, Three.js, TouchDesigner, SparkAR

Physical

Laser cutting, 3D printing, UV printing, lenticular print.

EDUCATION

Parsons School of Design | MFA Design and Technology

New York, New York

Dean's Merit Scholarship Award, GPA: 4.0/4.0

University of Liverpool | BA(Hons) Architecture

Liverpool, UK

Top 5% of graduates, GPA: First Class (4.0/4.0)

AWARDS & EXHIBITION

Red Dot Design Award - Interface & User Experience Design, 2025

DNA Paris Design Awards Graphic Design Interactive Design, 2025

Visual Data Storytelling Contest Winner by IEEE Pacific Visualization, 2025

San Francisco Art Fair, 2025

Gold Winner of MUSE Design Awards Product Design - Gaming, AR & VR, 2025

Fight for Kindness Exhibition by TypeCampus, 2024

The Grand Prize: TikTok Effect House AR Short Film Festival, 2023

NEWVIEW VR Exhibition, 2021