

EXPERIENCE

Product Designer — SnowMaster (2024 - Present)

Led full-cycle product and visual design for a C2C mobile coaching platform in the winter sports industry, driving user engagement and task efficiency through personalized feedback and intuitive UX.

- Rapidly iterated multiple design concepts, testing variations to refine user experience and feature validation.
- Designed key user flows, wireframes, and high-fidelity prototypes in Figma, translating insights directly into functional, shippable features.
- Built visual components and layout standards that scaled across the product, enabling consistent UI delivery and faster development cycles.
- Collaborated with PMs to conduct A/B testing on feature variations, leveraging data-driven insights to optimize design decisions.

Visual Designer — JAXI Design & Media Agency (2021-2022)

Delivered creative direction and execution for 50+ visual design projects across the automotive sectors, producing high-impact assets that strengthened B2C brand presence and campaign performance.

- Designed marketing visuals (social media, posters, email) tailored to each brand's identity, increasing visual consistency and engagement.
- Used Adobe Creative Suite (Photoshop, Illustrator, InDesign) to deliver polished assets under agency timelines and real-time feedback cycles.
- Adapted quickly to shifting client needs, delivering 10+ successful campaigns for major clients such as XPENG and Li Auto.
- Worked closely with managers and brand stakeholders to align on creative direction, coordinate asset rollouts, and ensure client satisfaction.

PROJECTS

Product Designer — JoySpace App Design for Apple Vision Pro (2024)

- Designed a spatial concept app to help users with social anxiety practice communication through immersive, AI-supported scenarios.
- Developed high-fidelity, motion-enhanced prototypes in Figma, focusing on accessibility and intuitive 3D interaction flows.
- Conducted usability testing with 20+ participants, achieving a System Usability Scale (SUS) score of 85, validating design effectiveness.

EDUCATION

Academy of Art University

— *Master of Fine Arts* (2024)

Interaction & UI/UX Design

User Experience Design

University of California,

Berkeley — *Bachelor of Arts*
(2020)

History of Art

Global Modernism Art

SKILLS

User-Centered Design
Interaction Prototyping
UX Research
Wireframes
Usability Testing
Design Systems
Brand Identity
Graphic Design
Motion Graphic
3D Interaction Concepts
Cross-platform Design

TOOLS

Figma
Sketch
Photoshop
Illustrator
InDesign
After Effects
Premiere Pro
Webflow
Notion