

EXPERIENCE

Product Designer — SnowMaster (Nov 2025 - Present)

Led the end-to-end design for a C2C sports coaching platform, focusing on translating performance data into actionable visual insights and streamlining remote mentorship workflows.

- 0-to-1 Product Definition: Designed intuitive frameworks for a video-centric platform, enabling precise athletic analysis and high-fidelity feedback loops.
- Iterative Design: Led usability testing on the web MVP to identify friction points, iterating on the mobile UI to optimize performance in high-intensity, outdoor environments.
- Systems & Scalability: Built a comprehensive design system from scratch, ensuring seamless UI consistency across platforms and accelerating developer hand-offs.
- Data-Driven UX: Refined personalized feedback interfaces based on user testing, resulting in a more streamlined user journey and higher task completion.

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

Directed and executed visual strategies for 50+ projects in the automotive sector, enhancing B2C brand presence for industry leaders.

- Brand & Visual Strategy: Designed cohesive marketing assets (social, posters, email) for major clients including XPENG and Li Auto, ensuring 100% visual consistency and cross-platform engagement.
- Production Excellence: Leveraged Adobe Creative Suite to deliver high-impact, polished assets under tight agency timelines, adapting quickly to evolving client needs and feedback cycles.
- Stakeholder Collaboration: Partnered with brand stakeholders to align creative direction and coordinate seamless asset rollouts, consistently exceeding client satisfaction targets.

PROJECTS

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

- Designed an AI-native spatial app to help users practice communication through immersive, context-aware conversational scenarios.
- Developed responsive, gesture-driven prototypes in Figma, focusing on glanceable information and intuitive multimodal 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

AI-Native Design

Multimodal Interaction

User-Centered Design

Interaction Prototyping

UX Research

Wireframes

Usability Testing

Design Systems

Brand Identity

Motion Graphic

3D Interaction Concepts

Cross-platform Design

TOOLS

Figma

Sketch

Photoshop

Illustrator

InDesign

After Effects

Premiere Pro

Webflow

Notion