

Experience

BetterUp

San Francisco, CA

Associate Product Designer - AI

March 2025 - Current

- Designing and shipping AI-driven coaching features across BetterUp's L&D platform, serving **550+ enterprise partners** and improving member retention across both B2C and B2B experiences
- Owned the AI coaching layer of the new homepage redesign, launching an AI input bar and personalized recommendation section that lifted users' AI engagement from **<1.4% to 31.5%** across web and mobile
- Led the 0-to-1 design of a self-service platform that enables L&D admins to build customized learning programs combining AI activities and human coaching, which **eliminated manual coordination** with internal admin team
- Designed and shipped a first-time user experience by adding a progress bar that guided users through their initial AI coaching interaction and scheduling feature, resulting in a **+24% user retention** during onboarding.

Roblox

San Mateo, CA

Product Design Intern (Discovery Team)

May 2024 - Aug 2024

- Delivered the 'Recommendation Next' and 'Random Shuffle' features, developing prototypes in Figma and Protopie for cross platforms (laptop, mobile, VR), streamlining the content discovery process with a **60% reduction in steps**
- Conducted a product audit of **27 products** and led a cross-functional workshop involving **9 designers** from **5 teams**, integrating insights with product managers to ideate content-discovery features
- Collaborated with a user researcher to lead **2 usability tests** with **10 users**, informing design decisions

Product Design Intern (Social Team)

May 2023 - Aug 2023

- Shipped the end-to-end 'Message Reaction' feature to **215 million monthly active users**, enhancing self-expression and chat engagement, and created **16 Roblox emojis** to build an asset library
- Partnered with engineers and product managers to establish a roadmap for revamping legacy messaging features; presented the vision and gained approval from the VP of Design, Product, and Engineering

Meta

Remote

Product Design Apprenticeship

Jul 2022 - Nov 2022

- Crafted a case study on the "Video Call Window Redesign," guided by a senior product designer, focusing on user research and design iterations to improve meeting engagement during multitasking

Wisers Information

Hong Kong

Product Design Intern

May 2022 - Aug 2022

- Designed a CRM "Collaborative Dashboard" for large-size clients, improving the B2B user flow
- Collaborated with product managers on user and market research among **6 major competitors**, producing actionable insights for design development and marketing strategies

Education

University of Southern California

Los Angeles, CA

Bachelor of Science in Art, Technology, and Business of Innovation

Aug 2021 - May 2025

- Relevant Courses: Interaction Design, AR/ VR Design, Front-end Coding, Social Psychology

GPA 3.9 / 4.0

Skills

Design Tools: Figma, Protopie, Origami, Adobe XD, After Effect, Photoshop, Illustrator, Premiere Pro

Prototyping: Figma Make, Python, HTML/CSS, JQuery, P5js, JavaScript, PHP, SQL, Blender, Fusion 360, Shapr3d

Design Methods: User Testing, Storyboards, Information Architecture, User flow, Wireframing, Workshop, Storytelling