

EDUCATION

Georgia Institute of Technology - M.ID in Human Computer Interaction 2021 – 2023
Atlanta, GA
• Specialization: HCI, UX design and service design.

Chengdu University of Technology - B.Eng in Industrial Design 2015 – 2019
Chengdu, China
• GPA: Ranked 2nd among 60 (top 5%); Major GPA: Ranked 1st among 60 (top 1%).

**INTERNSHIP
EXPERIENCE**

Ford - User Experience Design Intern (HMI Innovation) June 2021 – Aug 2021
Innovate digital experience for Ford and Lincoln series vehicles.

- **HMI Innovation design:** Defined and tested Ford and Lincoln series vehicles' signature experience moments to drive product features into product roadmap by processes including focus group, design sprint, synthesize, workshop, etc.
- **In-car UX component library building:** split vehicle-related scenarios from different dimensions and analyzed user journeys and user needs in different scenarios to define composable user journey components.

Red - Product Manager Intern (Search Experience) Feb 2021 – June 2021

Red is the most well-known lifestyle sharing platform in China, with more than 100 million MAU.

- **Search strategy optimization:** Cooperated with algorithm engineers to optimize strategy in different search categories; For "My Exclusive" feature in fashion category, through optimizing labeling, recalling and sorting strategies. The average coverage rate and accuracy rate of labels have increased from 3.04% to 6.31% and from 80.25% to 94.21% respectively.
- **User feedback system from 0 to 1:** built user feedback system for search engine of Red: retracked and attributed 1500+ user feedback per day to translate them into product needs, and implemented long-term productization planning.

VIPKID - Product Manager Intern (User Growth) May 2020 – Nov 2020

VIPKID is a Chinese online education unicorn, with 20 million registered users and 1 million paying users.

- **Iteration of growth marketing tools:** Built, maintained, and monitored data of marketing tools. Led the V.1.0-V.3.4 iteration of course registration tool, increasing registration rate by about 20% over the first version. Led the whole process iteration of group purchase tool, improving purchase rate by about 15% through A/B test.
- **Community system from 0 to 1:** Helped build community system from customer acquisition to social media group operation data collection, having brought in more than 100,000 new customers.
- **Back-end system design:** Designed modular back-end features for operation and marketing teams to provide underlying support for user growth. The prize inventory warning successfully prevented dozens of setting errors.

**PROJECT
EXPERIENCE**

JUJU Life Platform - Product Design Lead Sep 2021 – Now

- Led user research, product design and management of JUJU platform, aiming to provide international students in the United States life related information including renting, roommate match and second-hand transaction.

Healthcare Management Platform - User Experience Designer June 2018 – May 2019

- Through 6 months of shadowing research and competitive analysis on 50+ healthcare App, designed a personal health management App to collect users' various health data to give AI consultation, and apply data in further scenarios.

Seattle Shouzhong Rescue Team - Volunteer Designer (for Covid-19) Jan 2020 – Mar 2020

- **Design and Broadcast:** Conducted visual design for donation activities and published essays on social media.
- **Project Promotion:** During early Covid-19, contacted donors and organizations in need, collected logistics information, and collated data, raising a total of \$8,931.3, thousands of protective masks, clothing and goggles for medical workers.

OTHERS

Honors and Awards: \$5,000 of Libowsky Fellowship (top 10%; Mar 2021), First prize of the 6th National College Digital Art & Design Awards (July 2018), and other 10+ honors or awards.

Product Design Abilities: Understanding of operation, design, development, and business; user research; product and visual design; prototype; communication and cooperation; project management; and data analysis.