

Experience

Senior UX Designer | Fidelity Investment

03/21 - Present

Designed a brand-new Trading Dashboard and led multiple feature enhancements. Redesigned key tools including the Profit & Loss Calculator, Margin Call Calculator, Option Strategy Builder, and Watchlists.

- Led UX initiatives from ideation through prototyping, testing, delivery, and enhancement.
- Collaborated cross-functionally with product owners, developers, researchers, business analysts, and content designers.
- Worked closely with designers, product teams, and stakeholders to shape a cohesive product ecosystem, drive alignment, and foster team collaboration.
- Built and applied custom color themes, created design patterns, and contributed to the evolution of the design system.
- Facilitated design workshops to spark innovation and support product strategy development.

UX / UI Designer (Contract) | Converse

01/2020 - 01/2021

Redesigned the Western European e-commerce platform. Improved the custom shoe selector experience to enhance user satisfaction and conversion..

- Independently led usability testing, design iterations, and delivered pixel-perfect solutions aligned with business goals.
- Partnered with product managers and decentralized engineering teams in an Agile environment to deliver impactful features.
- Worked with UX strategists and data analysts to shape visionary designs grounded in data-driven insights.

Visual Designer (Freelance) | Klaviyo

10/2019 - 12/2019

Launched web pages, email templates, digital banners, and branded visual assets.

- Collaborated with a custom software development team on marketing data tools.
- Worked alongside other designers to craft cohesive digital assets aligned with brand strategy.

User Researcher | The Children's Museum

08/2018 - 05/2019

Delivered conceptual designs for accessibility features on the museum's website.

- Conducted full-site heuristic and accessibility evaluations to identify user pain points.
- Conceptualized and prototyped solutions through iterative research and design practices.

Expertise

Skills

- UX / UI Design
- Prototyping
- User Testing
- Responsive Design
- Data visualization
- End-to-end Design Process
- UX Strategy

Tools

- Figma
- Invision
- Sketch
- Pendo
- Jira
- Miro

Education

M.S Human-Computer Interaction

Indiana University
05/2019

M.F.A Interior Design

Sichuan University
06/2017

B.A Industrial Design

Sichuan Conservatory of Music
07/2014