

Project Experience

NFT AR Online gallery | UX Designer, Researcher

Sep 2022 - Nov 2022 | Savannah, GA

- Collaborated with teammates to design an AR online gallery for digital collectors with a 3D scanner feature that assists users in creating a 270° virtual space based on a reality environment.
- Designed a social stimulation system for socializers to make new friends by visiting galleries, including a philatelic feature to show their levels and invitation card collections.
- Assembled marketing research by analyzing the data and information on Statista.
- Identified potential target user groups through conducting secondary and primary research.

SCAD Course registration system redesign | UX Designer, Researcher

Mar 2021 - Jun 2021 | Savannah, GA

- Conducted qualitative research with 9 participants including students and professors to identify pain points during the course registration process.
- Developed a survey, affinities all collected individual data points and refined 3 research insights.
- Created a tag sub-system for the course selection system with database-based algorithms.
- Designed the flow chart, wireframes and low-fidelity for the new system.
- Improved the site hierarchy and onboarding experience through collaborative usability testing with the team.

Phlebotomy and specimen collection service design & brand marketing | Service Designer

Jan 2021 - Feb 2021 | Savannah, GA

- Designed a brand new appointment process experience for Mobile Stick, shipped tracking functions.
- Boosted the brand awareness through social media and the user feedback feature on the official website.
- Analyzed the phlebotomy and specimen collection service process and marketing program of Mobile Stick through lean canvas.
- Utilized journey map to identify the user's pain points.
- Conducted interviews with stakeholders and clients to prioritize the user needs.

HiKit wild supporting combination of application and accessories | UX Designer

Sep 2020 - Nov 2020 | Savannah, GA

- Created a mobile application and physical accessories from start to end which can support outdoor beginners at risk of injury.
- Designed a corresponding physical supporter model which automatically provides related first-aid necessities
- Built the information structure to organize content, help users navigate and process the information efficiently.
- Shaped the competitive analysis by comparing 4 popular medical aid apps and listing their strengths and weaknesses.

Education

Savannah College of Art and Design | Savannah, GA, United States | **Master of Fine Art**

Sep 2019 - Present

Guangdong University of Foreign Studies | Guangzhou, China | **Bachelor of Engineering**

Sep 2015 - Jun 2019

Skills

Design: Storyboard, Storytelling, Sketch, Coding, Wireframe, Flowchart, Info-structure, Prototype, Motion Video

Research: Primary Research, Secondary Research, Persona, Journey Mapping, Empathy Mapping

Tools

Design: Office suites, Adobe Suites(PS, AI, AE), Figma, Maya

Programming: HTML+CSS, JavaScript, Processing, P5js