

WORK EXPERIENCE

Answer.Ai | Product Designer

Aug 2024 - Present

Top AI + EdTech Company | 6 Million Users | Full-time

New York, USA

- Optimized the app's core UX by redesigning key user flows, including onboarding and AI-driven learning experiences (photo-based search, personalized Q&A, etc.), leading to a 10% increase in new user registrations.
- Designed a gamification-driven incentive system, integrating monetization and retention strategies, including missions, streaks, leveling, avatar customization, and collection mechanics to enhance user engagement.
- Created the product's signature IP characters, shaping the app's visual identity and AI agent interactions to deliver a more engaging, humanized experience. The new IP significantly improved brand recognition.
- Led the design of AI-powered learning toolkits, including AP Quest and Swipe Right, providing gamified, adaptive learning solutions that became key monetization features.
- Conducted large-scale user research, leading studies on AP courses, onboarding, AI toolkits, and IP design through large-scale surveys (over 1,000 participants via community/social media) and weekly user interviews (2-3 sessions) to continuously refine the product based on user needs and learning behaviors.

Tencent Americas| Product Designer

Sep 2023 - Nov 2023

Top-tier tech firm in Asia | Tencent Pixel Lab, Reality Booth AI, Contractor

New York, USA

- Designed branding and created the design system for an AI image generation platform to increase brand recognition
- Developed website design that aims to showcase product features, news, and mission, as well as the partnership procedures

LEGO Group | Commercial and Design Strategist

Jun 2023 - Sep 2023

Leading toy manufacturer globally | Our Lego Agency, Summer intern

Shanghai, China

- Managed and Led "LEGO & Tmall Play Festival", a Collab Project with the largest Chinese e-commerce platform under Alibaba
- Planned the "Customized Blessing Video" project to boost LEGO store sales against the third-party platform's low-price strategy
- Facilitated collaboration between suppliers and departments, achieving excellent results in brand promotion and marketing. (Pre-event daily sales: 100-120 units, GMV: US\$15k-20k; Post-event daily sales: 210-300 units, GMV: US\$30k-40k)
- Developed Local Commercialization Strategy Report by conducting market research, identifying trends, etc. and using the framework like "People, Product, Place" to support LEGO's localization efforts
- Composed weekly newsletter by analyzing the latest operating cases and trends in mainland China to the whole LEGO global

Tencent | Product Designer

Jan 2022 - May 2022

Top-tier tech firm in Asia | Cloud and Smart Industrial Group, Tencent Cloud, Tencent Meeting, Full-time

Shenzhen, China

- Responsible for the design of a pioneer feature "Take a Break" for Tencent Meeting (China's largest online meeting software with 300m+ registered users) to improve meeting management in-between sessions in an app monetization project directly supervised by Tencent CEO Pony Ma and generated one million DAU within a month of its launch
- Designed app features including Closed Captions, Real-Time Transcript, Shared Screen, etc. by outlining feature layout, interaction processes, and tutorials leveraging extensive competitive review, user research, and proactive communications with product managers and developers
- Developed Design principles and internal open-source components to support a more efficient development process

Tencent | Product Designer

Jul 2020 - Jan 2022

Top-tier tech firm in Asia | Cloud and Smart Industrial Group, Tencent Edtech, ABC Mouse, Intern/Full-time

Shenzhen, China

- Led the high-level product design of the logical thinking section of a Tencent K12 online education app and significantly enhanced the membership conversion rate and course completion rate by optimizing learning and interaction experience
- Engaged in the design of 40+ game-based teaching courses according to consumer behaviors and course goals for children aged between 3-8 and drastically increased the course completion rates from 72% to 98%
- Developed a standard operating procedure (SOP) for outsourcing work communication and document management processes
- Produced multiple reports on K12 education design for internal sharing, one of which was selected by an internal newsletter as the best article of the month (Oct. 2021)
- Conducted in-depth user research and routine usability testing via interviewing 20+ children in various age ranges and their parents to study user experience when using the app and develop future development strategies

EDUCATION

Parsons School of Design

New York, USA

Master of Science in Strategic Design and Management

Sep 2022 - May 2024

GPA 4.0/4.0, Scholarship, Distinguished Contributor

Shenzhen University

Shenzhen, China

Bachelor of Engineering in Industrial Design

Sep 2017- May 2021

GPA: 3.8/4.0 (Top 3%), Outstanding Graduates (2021), Scholarship, Dean's list

Royal Academy of Fine Arts

Antwerp, Belgium

Exchange Study Program (Graphic Design)

Fall 2018

GPA 4.0/4.0, Honorary Degree (Top 1), Full merit-based scholarship

SKILLS

Design:

UX/UI Design; Strategic Design; Creative Thinking; Graphic Design; Branding User Journey map; System map; Persona Brainstroming; Storyboarding; Wireframing Prototyping; Animation; Illustration...

Research:

Desk Research; Competitive Analysis; Data Collection; Survey; Interview; Usability Test...

Tools:

Figma, Adobe Full Suite, Wix, Procreate...