

## EDUCATION

### New York University-Tandon School of Engineering

New York City, NY

Master of Science (M.S.) in Integrated Design  
&Media (09.2021-05.2023)

### Pratt Institute

New York City, NY

Bachelor of Fine Arts (BFA) in Communication Design  
(08.2017-05.2021)

**LANGUAGE:** Chinese, English

**KEY SKILLS:** UX/ UI/ Product/ Accessibility Design, Visual/ Communication/ Graphic Design, UX Research, Interaction Design, Design Thinking, User Flows, Wireframing, Usability Testing, Human Centered Design, Web Design, App/ Mobile Design, Figma, Principle, Sketch, Adobe Creative Suite (Ai, Xd, PS, PR, AE), System Design, Communication Skill, Data Visualization Skill, Presentation Skill, PowerPoint, Research, Cinema 4d, MAX/MSP, Arduino, P5.JS, TOUCH DESIGNER, Lens Studio, Spark AR, VR

## Experiences

### UX/Creative Designer/Social Media Manager, New York City, NY

Liu Shiming Art Foundation - Part time, June 2022 – December 2022; Full-time, January 2023 – Present

- Initiated the design and implementation of the Foundation's official website UI/UX from inception, encompassing visual layout, information architecture, and content migration, thereby ensuring a user-friendly and aesthetically pleasing online experience.
- Collaborated closely with the company director to refine website interfaces and update content based on feedback from the director and team members, fostering continuous improvement and alignment with organizational objectives.
- Pioneered the creation of promotional materials consistent with the company's branding messages, including brand VI, merchandise, and published books, facilitating accessible information and understanding about the Foundation's mission and activities.
- Directed the management, design, and updating of social media platforms for both the foundation and gallery, including Instagram, Facebook, LinkedIn, and YouTube, strategizing content creation and scheduling posts to engage audiences effectively, while utilizing relevant data analysis tools to track engagement metrics and inform decision-making processes with team.
- Assisted gallery colleagues in effective communication and collaboration, facilitating the planning and preparation of each exhibition event, curatorial work for promotion, and event installation.

### Creative Designer, New York City, NY

TheBlanc Art Space - Internship, June 2022 – September 2023

- Collaborated with colleagues to initiate enhancements to the website's UX/UI design iteratively, ensuring timely updates for events and exhibitions, thereby improving user engagement and satisfaction.
- Independently initiated the design and production of various promotional materials such as posters, brochures, and postcards, effectively promoting each exhibition visually and enhancing brand visibility.
- Demonstrated effective communication and collaboration skills while initiating assistance to colleagues and clients in pre-exhibition preparation tasks, fostering a supportive and efficient work environment.

### UX/UI Designer, Shanghai

Human Horizons - Internship, June 2021 – August 2021

- As one of the main team members, implemented UX for the first version of the public test function, contributing to the successful launch of the new app feature and showcasing strong problem-solving and analytical skills.
- Collaborated with fellow UX designers to iterate and update projects within the app, demonstrating adaptability and teamwork in a dynamic project environment.
- Worked closely with the UI design team to refine and design the app's interface, ensuring a seamless and visually appealing user experience.

## School Awards & Projects

### UX Designer - Winner of the annual Hack Dibner Competition - 2021, New York City, NY

- Initiated and led the collaborative redesign effort for the school library study room application system, resulting in optimized study room utilization and improved student experience.
- Implemented UX design changes, ensuring seamless integration and functionality enhancement.

### Accessibility & UX/UI Designer - NASA - National Aeronautics and Space Administration- (Eclipse Soundscapes - a Citizen Science Project supported by NASA), New York City, NY, Feb 2022 - Apr 2022

- Led team communication with clients as the team leader, ensuring seamless collaboration and effective project management.
- Initiated and integrated a website section to promote and recruit citizen science projects, adhering to WCAG guidelines to enhance accessibility and improve user experience.
- Revamped website design to cater specifically to visually impaired individuals, utilizing existing design systems and employing innovative prototyping techniques.