

- Experienced product designer (**15 years**), Worked in various settings, from **startup** to **large cooperation** as well as **an entrepreneur**
- Successfully shipped various products with **large user bases**. Multi-year experience on many **different platforms** (website and mobile) and **business domains** (social network site, multimedia product, mobile game, marketplace, delivery service.)
- Focus on delivery product meet **business** and **users** need. **Problem** and **data-driven**.

PROFESSIONAL EXPERIENCE

Walmart Labs / Sunnyvale, Dec. 2019 – Present

Senior Product Designer

I lead the design of Walmart's grocery delivery service app. It's a young and exciting project at Walmart. I work extensively with product managers, engineers, scientists, and operations, to face the multitude of challenges that come with the rapid increase of traffic due to the COVID-19 pandemic.

- Marking A Difference Award →

Carrots / Redwood City, May. 2019 – Dec. 2019

Senior UI/UX Designer

Collaborate with hardware and software engineers, product managers, researchers, behavioral scientists, coaches, content creators, and end-users to define Carrot's roadmap, prototype product features, gain user feedback, and rapidly iterate to create an engaging and effective product.

[Pivot Journey - Quit Smoking App store](#)

Booster Fuels / San Mateo, May. 2017 – May. 2019

Principal UI/UX Designer

Responsible for conceiving and conducting user research, interviews and surveys, and translating them into product wireframes and prototypes. Partnered with the Product and Engineering team to lead the development and support post-launch iterations in order to maximize business impact.

4.9 score, 5.23k Ratings at [App Store](#)

TOORIDE / San Francisco, CA Feb. 2015 – Dec. 2020

Entrepreneur, Co-founder, CPO & Principal Product Designer

Co-founded a tech startup that seeks to disrupt the tourism and sharing economy.

Driving the product from concept to execution. Responsibilities include product definition, user research, wireframes, UI & UX design, high-fidelity prototype, and marketing creativity.

[www.tooride.com](#) / [App Store](#) / [Google Play](#)

Cheetah Mobile / San Francisco, CA Oct. 2013 – Jan. 2015

Senior Product, UI & UX Designer in Clean Master team

Collaborate with product managers and engineers. Conducted user research and applied the results to make the UX better reflect end-user needs. Owned the full UX design process from wireframes to interactive, high-fidelity prototypes.

740 million app downloads worldwide

Tencent Technology / Shenzhen, China Jul 2007 – Aug 2011

Senior Product, UI Designer in Customer Research & User Experience Design Center.

Acted as the Principal UI Designer and Social Media Studio lead, owning and shipping five products with large user bases:

- Principal UI designer of Tencent **Social networks website Qzone** / 721M active users.
- Principal UI designer of Tencent **Music for iPhone** / #4 in Apple Names top free for 2011 China.

- Principal UI designer of Tencent **Music for Desktop** / 100M simultaneous online users.

- Principal UI designer of Tencent **Live for Desktop** / 122.9M weekly active users.

- Principal UI designer of **QQ Link for iPhone (Game)** / #1 download in iTunes Store (China area)

Additional responsibilities:

- Crow the team, e.g., by developing and teaching an in-house course (e.g., on Mobile Design Practice and SNS Design Practices) and cross-product design guidelines.
- Contributed to Tencent recruitment efforts and new hires on-boarding.
- Published articles in the design community.
- Wrote the chapter 'Design is communication' for the book "Around you, Design for you", published by Tencent Customer Research & User Experience design Center →
- Granted two "excellence staff" awards for my design contribution at Tencent.

SKILLS

Design

User research // Wireframe // UX Design // Brand Design // UI Design // Mockup // Transition Animation // Prototype // Usability Test // Style Guide // Visual Assets // Production // Fine Arts // Illustration

Software

Figma // Adobe Creative Suite // Sketch // InVision // Principle // keynote // Zeplin // Flinto // iWork

Languages

English // Chinese

EDUCATION

Academy of Art University

Sep 2011 – Sep 2013

F.M.A. in Art. Web Design & New Media

China Academy of Art

Sep 2003 – Jul 2007

B.A. in Art, Graphic Design. Excellent Graduate of Zhejiang Province.