

Founding Team & Lead Designer, Opus Clip (Immersive)

Nov 2021 – Mar 2023 | Shanghai

Opus Clip is currently the No.1 AI video clipping tool, and Opus Studio was its parent product.

- Drove product design strategy, UX roadmap, branding strategy, and design management initiatives.
- Designed and shipped the product of Opus Studio from scratch, and led UI/UX redesign.
- Drove design workshops and vision sprints to inform roadmap planning.
- Managed a team of three designers and defined designer hiring and onboarding processes, mentored and supported individual designers.
- Built the design culture and strengthened cross-functional collaboration between design and all other departments at the company.

UX Designer, Tencent

Aug 2020 – Nov 2021 (Full-time), Sep – Dec 2019 (Full-time Internship) | Shenzhen

Worked as a UX designer at Online Education Design Center.

- To C: Designed and shipped features of the shopping cart, interactive quiz, learning assistant Jojo, and learning report for QQ Tutor, a K12 edu app.
- To B: Designed and shipped features of group messaging, online audio chat, the class management for the Scon Class Management System.
- Conducted research and workshops, and proposed design strategies for the incentive program and new products.

UX Design Intern, Walmart E-commerce

Jun – Aug 2019 (Full-time Internship) | San Bruno, CA

- Independently conducted the research, designed and visioned the Journey of Birthday Party, and proposed strategies adopted by the VP.
- Conducted a workshop (6 people) and brainstormed 100+ ideas within one hour.

Product Designer, Castbox

Jun – Aug 2018 (Full-time), Sep 2018 – Mar 2019 (Part-time) | Beijing & San Francisco, CA

- Designed and shipped the feature of Castbox Livecast from scratch.
- Led the user research and competitive analysis, and worked closely with the design team, product team, and operation team.
- Redesigned features of login, audiobook listing, Wondery+, assistive touch, and FAQ.

Product Designer, LadyMarry

Sep 2017 – Jun 2018 (Full-time) | Sunnyvale, CA

As the only Product Designer, collaborated closely with engineers and product owners to prototype, test and iterate on designs.

- Led the website redesign, increased the goal conversion rate (+169%), the avg. page views per visit (+28%), the avg. time on page (+57%), the every session duration (+33%), reduced the bounce rate (-22.2%) and the exit rate (-23.7%) by redesigning the website.
- Led the design of Venue Listing and Registry across platforms including iOS and website.
- Conducted user research and proposed design strategies adopted by leadership.
- Drew illustrations and redesigned icons for digital products to deliver a consistent and delightful experience.

SIDE PROJECT

Co-founder & Creative Director, Kuku Lab

Jun – Nov 2023 | Shanghai & Tokyo

Explored designing web3 games and AI agent games, entered the second round interview of a16z SPEEDRUN 2024.

EDUCATION

Academy of Art University

2018 – 2020 | San Francisco, CA

MA in Web Design and New Media, GPA: 3.70/4.0, Portfolio Scholarship

Carnegie Mellon University

2016 – 2017 | Pittsburgh, PA

MA in Design for Interaction, GPA: 3.88/4.0, Research Assistant at Learning Environments Lab, Lead Designer at CMU Summit 2017

Fudan University

2011 – 2016 | Shanghai

BA in Translation and Interpreting, Abstract Art Association, FDU Student Website

SKILLS

Design and Research: Design Sprint · Workshops · Service Blueprint · Persona · Scenario · Storyboarding · Information Architecture · Wireframing · Prototyping · A/B test · Speed Dating

Management: Hiring · Onboarding · Mentoring · OKR · Performance Evaluation

Languages: Mandarin · English · Japanese (N4)

Tools: Figma · Webflow · ChatGPT · Midjourney · Squarespace · Google Analytics · Hot Jar · Adobe Suite