

\_4+ years product design/ UXUI on digital products including mobile app, web and Saas tools  
\_4+ years program management on improving process and workflow with cross-functional teams  
\_6+ years seasoned digital marketing creative development for multiple products from mobile game to reading app  
\_A teamplayer, life-time learner, hiker and wildlife illustrator

## EXPERIENCE

### Product Designer / UX / UI

*Concentric Sky Inc.* | Eugene, OR

2021.08 - now

Badgr, a B2B Saas digital badging platform, is dedicated to offer the customized open badge solution for getting the badging ecosystem off the ground. Validate skills, drive engagement, & boost retention with an all-in-one badging solution.

- Design open badge platform for diverse clients by researching the needs of users and designing interactive, appealing, and elegant web-based and mobile applications.
- Planning and conducting user research and competitive analysis
- Helping to define high-level goals and requirements for projects with input from client stakeholders and team members
- Interpreting qualitative user feedback and behavioral data to suggest improvements to existing interfaces
- Crafting personas, journey maps, and storyboards to offer insightful ways to meet user needs and client goals
- Building wireframes and workflows and creating prototypes of web-based and mobile applications
- Conducting usability testing on prototypes and existing products to uncover opportunities for improvement

### Product Designer / UX / UI

*STELA / Breakoutbit Inc.* | Seattle, WA

2016.05 - 2021.08

Stela is dedicated to building the next generation mobile reading platform through its own iOS and Android apps, with a primary focus on streaming comics and books on a subscription base.

- Led the development and design of information architecture, user flows, wireframes, visual design, and prototypes for Stela Mobile Applications, CMS and Website through 2019 to 2020
- Owned Stela 2020 redesign of iOS and Android apps, AWS-based Content Management System (CMS), and company website in 6 months
- Led multimedia marketing creative development and design by identifying market buckets, planning creative strategy, overseeing production internally or with vendors to final designs.
- Partnered with cross-functional teams to constantly update information on business needs and customer requirements that translate into thoughtful designs

### Digital Marketing Manager

*Nox Mobile Inc.* | San Francisco, CA

2014.10-2015.10

Nox commits to introduce top premium casual mobile games from China to the US market. I was in

charge of digital marketing from creative curation to campaign execution for two top grossing mobile games across multi-media channels.

- Designed, optimized and execute multi-channel campaigns ( including Facebook, Google Ads, SEM, ASO and DSPs) for two casual SLG games
- Analyzed campaign targeting, bidding, traffic and performance data, identifying growth opportunities, cutting UA cost and increasing profit margin
- Led A/B testings of creative and messaging to collect data to identify best-performed creative directions

## **Performance Marketing Manager**

2011.10-2014.08

*EGLS Ltd. | Beijing, China*

EGLS dedicates to develop and publish original premium hardcore mobile games for worldwide gamers. I owned game localization and mobile growth for multiple MMORPG games in oversea markets.

- Designed, executed and optimized digital marketing strategies for EGLS games across social and paid media channels ( including Facebook, Google Ads, SEM, ASO and DSPs) for user growth, contributing multi-million dollar revenue to the business
- Collaborated with the development, game design, art and data teams to optimize game experience through A/B testing and data analysis, decreasing drop rates by 60%
- Conducted user study, competitor research to identify keywords, selling-points to inform marketing creative development and copywriting, efficiently increasing CTR and conversion rate
- Drove cross-functional teams, locally and cross-regions/countries to collaborate on ongoing game optimization to increase DAU, 2/7day retention rate, first purchase conversion and LTV

## **Event Marketing Manager**

2010.07-2011.08

*Sichuan Xinwanxing Carbon Fiber CO. | Sichuan, China*

- Support trade shows and worked with industry and product marketing managers to identify goals, content, and promotion strategy, manage budgets
- Coordinated all logistics with agency support
- Served as a communication leader regarding timelines, schedules, workflows, and talent hiring
- Prepared marketing materials for exhibitions, created customer-facing presentations for potential buyers to drive lead generation

## **EDUCATION**

UXUI & Graphic Design | Academy of Art University (US) | Master of Arts

2014 - 2017

English Communication & Culture | Sichuan University (China) | Bachelor of Arts

2006 - 2010

Natural Scientific Illustration | University of Washington (US) | Certificate

2019 - 2020

## **KNOWLEDGE, SKILLS & ABILITIES**

Creative tools: Photoshop, Illustrator, Lightroom, Indesign, Procreate  
UI/UX: Sketch, Adobe XD, Lucidchart, Zeplin, Figma, Marvel App  
Data Analysis: Advanced Excel / Google Analytics / Facebook Analytics  
Data Visualization: Excel / Adobe Suite  
Project Management: Agile/Scrum methodology, JIRA  
Language: English / Chinese

## Reference

Available upon request