

Work Experiences

Ogilvy China | Account Executive Intern

Sep 2019 - Mar 2020 • Beijing, China

Clients: Technology, Education, Healthcare, Retail

- Managed media communication, media monitoring, and celebrity recommendation.
- Participated in the brand planning and promotion of Tencent’s “Create for Good” public services advertisement competition.
- Identified client’s pain points and collaborated with the team to create project pitches through market analysis, competitive analysis, user analysis, and personas.
- Conducted secondary research and developed insights for the reports “Tencent - Generation Z” and “Tencent 2019 small-town youngsters”.

China-Africa Economics & Culture Exchange

Cooperation Committee | Strategy Intern

May 2018 - Aug 2018 • Beijing, China

- Conducted secondary research on China-Africa cooperation projects by collecting related background information of more than 10 countries.
- Participated in the business meeting with Namibia Embassy, wrote up summaries, and organized necessary documents.

Project Experiences

Lotus Health | UX Design

A digital health startup • Jan 2022 - April 2022

- Delivered a web-based interactive project with a group of 5.
- Actively contributed to user research by brainstorming surveys and interview questions and conducting interviews.
- Led usability tests by creating consent forms, refining scripts, and analyzing collected data.
- Worked on persona, empathy map, value proposition, and to-be experience map with another team member.
- Conducted 10 usability tests and iterated the medium-fidelity based on the test results.
- Actively participated in the product meetings with stakeholders and presented the design work.

Toronto Humane Society App | UX Design

Toronto Humane Society • October, 2021 - Present

- Designed a comprehensive mobile application that integrates services offered by the Toronto Humane Society.
- Conducted primary research with 3 participants and analyzed the challenges the organization faced.
- Brainstormed the solutions and created persona, user flows, medium-fidelity, and high-fidelity.
- Identified usability issues through test results and redesigned the medium-fidelity to high-fidelity.

Education

University of Toronto | Master of Information

Sep 2020 - Jun 2022

- Concentrations: User Experience Design; Knowledge Management and Information Management

University of Toronto | Honours Bachelor of Arts with distinction

Sep 2015 - Jun 2019

- Majors: Communications, Culture, Information, and Technology; Economics
- Award: The Erindale Admission Scholarships

Sheridan College | Certificate in Digital Communications

May 2017 - Jun 2019

- Major: Communications, Culture, Information, and Technology

Volunteer Experiences

2022 CTSI Teaching and Learning Symposium

May 2022 • Toronto, ON

- Supported data analysis and identified areas of pedagogical improvement for the 2022 teaching and learning symposium hosted by the University of Toronto.

Software

Design

Figma
Balsamiq
Adobe Suite
Miro/Mural

Microsoft Office

Word
Excel
PowerPoint

Skills

UX/UI design	User Flows
User Research	Storytelling
Prototyping	Branding
Wireframing	Market Analysis
Usability Testing	Game Design
Data Analysis	Information System
Project Management	Design