

Summary

UX Designer with 3+ years shipping responsive web and mobile products, including AI-powered features, across B2B e-commerce, consumer hardware, healthcare design, and cloud gaming. Works end-to-end in Agile teams, from user research and information architecture through high-fidelity prototypes and design handoff to engineering. Red Dot Design Award, iF Design Award, and Crystal Cabin Award winner. Seeking UX Designer and Product Designer roles in the U.S., open to relocation.

Experience

Alibaba.com (Alibaba Group), B2B E-commerce Marketplace

UX Design Intern | San Jose, CA & Hangzhou, China | May 2025 – Aug 2025

- Designed a 0-to-1 conversational AI agent for cross-border B2B sourcing, grounded in pain points between North American buyers and Asian suppliers. The agent removes repetitive one-to-one outreach by letting buyers batch-send inquiries to selected suppliers, replaces tangled message threads with consolidated supplier responses for side-by-side review, and files each inquiry as a tracked project with AI-monitored progress.
- Redesigned the buyer-facing Product Detail Page (PDP) across responsive web and mobile in collaboration with the project manager, seller-side designers, front-end engineers, and AI algorithm teams. Kept parity with the seller-side authoring flow, defined migration rules from legacy PDP layouts to the new system to prevent layout regressions, and reset PDP information hierarchy ranked by an AI algorithm.
- Raised click-through rates on the Fast Customization feature, running a competitive analysis of 12 marketplaces that shaped its promotional banner and user flow.
- Shipped the SKU Lightbox Page that raised buyer add-to-cart rates in A/B testing, allowing buyers to adjust large order quantities without leaving product imagery. Designed in Agile sprints with PMs, validated through clickable prototypes, and delivered annotated specs for engineering handoff.

Hatch Duo

Product Designer | San Jose, CA | Jul 2022 – Jun 2024

- Delivered 25+ projects spanning UX design and research, product design, and industrial design for clients in consumer electronics, medical devices, beauty tech, and furniture.
- Led end-to-end UX, industrial design, and branding for Clarapath SectionStar, an automated tissue sectioning and transfer system that raises reliability and consistency in pathology diagnostics. Ran user interviews and usability testing with lab technicians across the system's physical and digital operator touchpoints including loading doors, on-device HMI screen, and observation window. Partnered closely with engineering to translate findings into buildable requirements. Winner of the 2026 Red Dot Award.
- Led UX and industrial design for House of Marley's sustainable solar-charging Bluetooth speaker, extending the brand's existing design system to a new product line. Winner of the 2025 iF Design Award.
- Took a collectible card case line from concept to launch, covering brand identity, UX research and design, design for manufacture, and the B2C e-commerce experience. Contributed directly to the client securing \$25 million in investor funding.
- Built the studio's AI design pipeline (Midjourney, DALL-E, Krea, ChatGPT) and created the assets and narrative direction for the resulting "Design with AI" series, Hatch Duo's most-viewed YouTube content (14K and 8K views).

Nenly Inc.

UX Design Intern | Beijing, China | Nov 2020 – Apr 2021

- Established the design system for this early-stage startup's cloud gaming app using Figma and ProtoPie, including components, patterns, and visual standards adopted across the product. Redesigned the product logo and brand identity.
- Redesigned the payment page to support 50+ international payment methods without overloading the interface and restructured the information hierarchy around user decision points. Raised purchase success rate by 6.47%.
- Designed and shipped the company's first website from wireframes to high-fidelity design across responsive web and mobile, along with transactional email templates for purchase confirmation.
- Grew user engagement by 14.8% across the U.S., Japan, and Canada through promotional social campaigns on Instagram and Facebook.

Selected Projects

SMARTrack | Delta Air Lines x Airbus x Georgia Tech *Crystal Cabin Award 2026 Winner*

UX Designer | Atlanta, GA | Jan 2025 – Apr 2025

UX and service design project optimizing aircraft cabin cleaning workflows in support of Delta's 2050 net-zero carbon emissions goal.

- Projected to cut turnaround time by 2 minutes per flight and save 344 million kg of CO2 annually fleet-wide. The project aims to improve company revenue while enhancing stakeholder well-being including balancing cleaning-team workload and reducing dispatcher cognitive load, further contributing to customer satisfaction and brand reputation.
- Co-developed a centralized platform for cleanliness prediction, visualized cabin status, automated cleaning team dispatch, and centralized stakeholder communication.
- Ran stakeholder interviews, cross-team workshops, and field observations with Delta's dispatchers, cabin crew, and cleanliness leads, then built personas and journey-mapped both workflows to locate pain points across touchpoints.

Digital Nature Application for Horticultural Therapy | A.G. Rhodes x Georgia Tech

UX Researcher & Designer | Georgia Tech We-ID Lab and SimTigrate Design Center | Atlanta, GA | Mar 2025 – Aug 2026

- Built and deployed a tablet-based digital nature app using AI-assisted development for older adults without in-person access to horticultural therapy.
- Evaluated the prototype through semi-structured post-task interviews with 4 senior residents, achieving a 75% task completion rate and surfacing usability barriers that informed the next iteration.
- Led 22 research sessions with senior residents, including interviews and contextual observation, managing end-to-end recruitment, scheduling, and coordination during horticultural therapy sessions. Analyzed emotional and behavioral data to assess therapeutic impact.
- Synthesized findings into a framework of 23 design criteria across 6 categories, guiding future digital nature design for therapeutic contexts.

Education

Georgia Institute of Technology

M.S. Industrial Design, UX Design Focus | GPA 4.0/4.0 | Aug 2024 – Aug 2026

- Focus on design thinking, UX research methods, human-centered design, service design, and design for health and well-being.

California College of the Arts *Graduated with High Distinction*

B.F.A. Industrial Design, Minor in Computational Practices | GPA 3.83/4.0 | Sep 2017 – May 2022

Skills

Design UX Design, AI-Aided Design, UI Design, Interaction Design, Product Design, User-Centered Design, Design Strategy, Physical and Digital Prototyping, Wireframes, Accessibility (WCAG), Low- and High-Fidelity Mockups, Visual Design

Research User Interviews, User Research, Usability Testing, Information Architecture, User Journey Mapping, A/B Testing, Competitive Analysis, Quantitative and Qualitative Research, Literature and Prior Art Review

Tools Figma, FigJam, Sketch, Adobe XD, Framer, Webflow, ProtoPie, Miro, Notion, Maze, UserTesting, TheyDo, Adobe Creative Suite, GenAI Tools (Midjourney, ChatGPT, etc.), HTML/CSS/JavaScript (basic), SolidWorks, Rhino, Blender, KeyShot, Final Cut Pro, Arduino, Procreate, Microsoft Office

Other Product Management, Cross-functional Collaboration, Human-Centered Approach, Feedback Facilitation, Communication Skills, 3D Printing, Laser Cutting, CMF Design (Color, Material, Finish), Fluent in Mandarin Chinese

Awards Crystal Cabin Award Winner (2026) | Red Dot Design Award Winner (2026) | iF Design Award Winner (2025) | Bredendieck Design Award Finalist (2025) | NASAD National Exhibition Selected Work (2018) | Merit Scholarship, California College of the Arts (2017–2022)