

## EXPERIENCE

### Twistthink UX&UI Designer

Jul 2016 - Present

- Utilize Adobe CC, Sketch, and Webflow to build modern, intuitive, and user-friendly interface designs for web dashboards and constrained hardware displays for companies such as Aircuity, Vermeer, and Eaton.
- Collaborated with Whirlpool team to co-create user flow map and Voice User Interfaces animations by After Effects on several Whirlpool future products.
- Conducted interviews, user testing, and product analysis to create project timeline, journey map, and user persona for clients such as Stryker, Nortek, and Watts Water.
- Established flow diagrams and interactive prototypes through Adobe XD and Invision Studio to optimize user experience and help Twistthink with strategic decision making.
- Led a comprehensive project of developing Twistthink official website, drove brand awareness, and increased user engagement rate by 30%

### Newell Brands Industrial Designer Intern

May - Sept 2015

- Helped with Parker Fountain Pen's logo design refinement and developed concepts for gift boxes
- Proposed exceptional ink refill experience for Waterman Fountain Pens and highly acknowledged by Design VP

### LG Open Innovation Concept Designer Intern

June - Sept 2014

- Conducted, compiled, and presented in-depth market research for home appliances in North America
- Created concepts and user experience in sketches and 3D models & final delivery was evaluated by LG's design group for future appliances

## PROJECTS

### Product & Visual Designer

Aug - Dec 2018

#### Project: Twistthink Official Website

The project goal was to create a window connecting Twistthink and potential management levels customers, future employees, and media. The official website helps the audience gain a vivid picture of Twistthink's brand image, team capabilities, case samples, and company cultures. I was involved in defining product message, developing affinity diagram and information architecture, creating wireframes, style guides, and design concepts.

### Visual Designer

Sept - Nov 2016

#### Project: Aircuity 2.0 Web Application

Aircuity 2.0 web apps designed with users' input to deliver deeper analytics of cost and energy savings. The redesigned user interface presents the highest priority information for each stakeholder. I was involved in restructuring the web framework, prioritizing content layouts, and exploring graphic designs.

## SKILLS

Web & mobile Site Analytics  
Rapid Prototyping  
Wireframing  
Persona Creation

Affinity Diagramming  
Information Architecture  
Data Visualization  
User Testing

Animation/Motion Graphics  
Video Storytelling  
Journey map illustration  
HTML & CSS

Voice User Interaction  
Agile Scrum Process

## TOOLS

Adobe Creative Cloud  
Sketch

InVision+Studio  
Webflow

Flinto  
Marvel

Protopie

## EDUCATION

### College for Creative Studies (CCS)

MFA in Integrated Design

Aug 2014 - May 2016

### University of Illinois Urbana-Champaign

BFA in Industrial Design

Aug 2011 - May 2014

## AWARDS

### UX/UI Design

### Uber Project

Featured on 2016 School Behance

### Smile

Featured on 2015 UX Magazine

### Industrial Design

### LG Concept

1st Place evaluated by LG Group

### Intelligente Helmet

2014 A'Design Award

### Hang-out

Featured on 2014 Yanko Design

### Eco-Quench

2014 IDEA Finalist