

Experience

UX Designer, SAP Analytics Cloud

Sept 2019 — Present (Full-time Internship)

SAP Canada

- Create **UX** and **visual design specifications** on SAC Business Intelligence & Mobile;
- Conduct **usability testing** and provide **UX sign off** for upcoming releases;
- **Work closely and collaborate** on concepts with developers, product experts, end-users, customers and the sales team to provide a better user experience that meets their needs.

Design Director

Nov 2018 — Oct 2019 (Part-time)

Easy Transfer

- **Oversaw and designed visual impacts** for owned and partnered businesses;
- Assist with **campaign planning, executing and reporting**;
- Designed **WeChat Mini-Program** and Global Website for Evoke Business Line and EasyTransfer;
- Reached over **100 million impressions** by campaign deliverables.

Lead Graphic Designer

Jul 2018 — Present (Part-time)

Recreation, Simon Fraser University

- **Design** different kinds of **print and web promotional materials**;
- Involve with **campaign planning, implementation and review**;
- Work with various staff within Athletics and Recreation Department;
- Support and promote a better lifestyle at Simon Fraser University.

Game Accessory Designer

Aug 2017 — Jul 2018 (Contract)

Tencent Games

- Freelanced on accessory design for two of Tencent games - X5 and Blade & Soul;
- Translated **visual design** skills into **packaging and mock-ups**;
- Designed several phone cases and portable chargers **for commercial use**.

Assistant to Head of Communications

Dec 2016 — Mar 2017 (Full-time Internship)

Weber Shandwick, China

- Was recognized as one of the **most outstanding interns** in-house;
- Work on Weber Shandwick China Marketing team, over **media and communication** matter;
- Operated Weber Shandwick owned **social media** platform in China and its official **website**.

Projects

UX/UI Designer

Project Miigo with YDX Inovation
Interactive toy for children with autism

Design Lead & UI Designer

Marketing Techonogy Dashboard with Session Games
Visualize in-game Ads to CMOs

GUI & Graphic Designer

VR Gaming Project
Transform traditional card game into VR

UI&UX Designer

Cooking-fun App
A cooking learning app for would-be cooks

GUI&UX Designer

Game Design - QBO(v1.0)
2.5D puzzle mobile game

- I primarily work on **UX, UI** and **digital product design**.
- My role needs me to **support and collaborate** with people from different backgrounds.
- My work requires me to **iterate** on ideas, and being **agile**.

** Part of CDM's curriculum*

Education

Centre for Digital Media (CDM)

Master of Digital Media
** Accredited by UBC, SFU, Emily Carr and BCIT.*

Southwest University

Bachelor of Commerce in Finance

I write on one of the most influential UX design publication on Medium, check me out by [clicking here](#).

"I build products and content with compelling business insights, for user experience that goes beyond."