

*Good design should be aesthetic,
humanistic and systematic.
It is a great conversation between
the designer, users and this world.
We inspire each other.*

METHODS

User Interview
Shadowing
Contextual Inquiry
Persona
Storytelling
User Journey Map
Usability Testing
Service Design
Learn as Needed

TOOLS

Sketch
Axure RP
Invision
Zeplin
Principle
Photoshop
Illustrator
Keynote
Javascript
Bootstrap
HTML5 & CSS3
Maya & Unity

Experience Designer

08/2016 - CURRENT

Kohl's Digital Center | Milpitas, CA

Partner with Store Operation team to redesign and redefine the associate experience at Kohl's. Recognized with 2017 Kohl's Digital Hero Award.

Work on Kohl's omni-channels for a better order pickup and rewards customer experience.

Lead designer on various innovative projects in Kohl's pilot stores among nationwide territories.

Lead Associate Instructor

08/2014 - 06/2016

Indiana University | Bloomington, IN

Mentored master students through semester-long interaction design projects and facilitated peer critiques & design workshops.

Customer Experience Intern

06/2015 - 08/2015

Kohl's Headquarter | Menomonee Falls, WI

Planned, coordinated and implemented UX research and design for multiple projects across channels.

Interaction Designer

01/2014 - 06/2015

Boston University AdLab | Boston, MA

Worked closely with local clients to provide integrated design & branding solutions.

EDUCATION

M.S., Human Computer Interaction (HCI/d)

Indiana University Bloomington, 2014 - 2016

B.A., Journalism

Nanchang University, 2009 - 2013