

UX is not simply about creating a better experience with a product, but about seeking to understand the human experience in the past and present in order to thoughtfully create the future.

Experience

Flow.asia

Senior UX Researcher (*Freelance*) | July 2020 - present | Washington, D.C., USA

Senior UX Project Director | January 2018- June 2020 | Beijing, China

UX Project Manager | March 2017 - December 2017 | Beijing, China

Flow creates digital experiences for international entities entering the Chinese digital ecosystem & Chinese entities going abroad with a primary focus on websites, WeChat mini-programs and branding. As part of this lean team, I directed projects from proposal through publication, taking the lead role in UX research & UX design. I was head of UX Research providing advisement on all UX research projects both qual and quan company-wide. Recent clients: the Embassy of Switzerland in China, Stanford University's Inter-University Program for Chinese Language Studies, the American Chamber of Commerce, British Council, eyeglasses.com, and Instinct for Film- the guy who trains the wolves for Game of Thrones.

Wittrans Network, Inc. | Copywriter & UX writer (*Freelance*)

Beijing, China | May 2016 - December 2017

I worked with Wittrans' clients in the categories of UX copywriting, technology, film and gaming, to translate Chinese to English for website, app, game, and marketing use. I was selected to be the lead copywriter for the Wittrans' own English website.

The Beijing Center | Communications Director

Beijing, China | June 2016 - March 2017

The Beijing Center (TBC) continues the Jesuit tradition of educational exchange between the West and China that was established in the 16th century. Embracing the modernity of today's China, TBC facilitates study abroad, research and cultural exchange. I worked to tell TBC's story to potential students, university partners and stakeholders. Some concrete work: managed the transition from US-based marketing team to a fully sufficient Beijing Marcom team, created the TBC voice & tone style guide, project manager & copywriter of the website redesign (thebeijingcenter.org) and all printed marketing collaterals, and managed social media interns.

Pingo Space | New Media Manager

Beijing, China | July 2015 - May 2016

As employee #2 of the Pingo Space app and in true startup form, my role varied greatly, including: localizing the app from Chinese to English including UX writing and user flow adjustments, the IA, UX and copywriting of pingospace.com, the management of all social media channels, and taking on the managerial role of the content marketing team and non-app design team.

San Francisco Jail Psychiatric Services | Mental Health Counselor

San Francisco, CA | February 2012 - November 2012

As a member of the mental health team, I curated and led group therapy sessions, including: Overcoming Addiction, Music Therapy and Expressing Emotions Through Art. I was also responsible for assessing ADLs and working with the therapists to set treatment goals for high-risk clients.

Education

Communication University of China

Beijing, China

Master of Arts; May 2015

New Media

University of New Mexico

Albuquerque, NM

Bachelor of Arts; December 2010

Major: Psychology

Magna cum laude

Nanjing Normal University

Nanjing, China

Study Abroad; 2008-2009 academic year

Further Learning

The Interaction Design Foundation

- The Brain and Technology: Brain Science in Interface Design; May 2020
- How to Create Intuitive Products by Imitating Physicality; April 2020
- Design for Augmented and Virtual Reality; March 2020
- Information Visualization; March 2020
- User Research - Methods and Best Practices; September 2019
- Design Thinking; February 2018

The W. Edwards Deming Institute

- Deming Management Seminar; June 2014

Languages

English - Native speaker

Chinese (Mandarin) - Working proficiency

Spanish - Basic listening and reading comprehension