

Experience

Senior UX Designer & Researcher | March 2021 - Present

Ad Hoc | New York, NY (remote)

I work on an embedded Veterans Affairs (VA) strategic sprint team that partners with government stakeholders to improve the user experience and submission success for Veterans and Caregivers applying for VA health care in the largest health care system in the US.

Victory: Increased the submission acceptance rate for Caregiver applications requiring legal representative signatures from 33% to 60%.

Senior UX Researcher | July 2020 - March 2021 (remote)

Senior UX Project Director | January 2018 - June 2020

UX Project Manager | March 2017 - December 2017

Flow.asia | Beijing, China

Created digital experiences for international entities entering the Chinese digital ecosystem & Chinese entities going abroad. As part of this lean studio, I directed projects from proposal through publication, taking the lead role in UX research & UX design. As head of UX Research, I advised on more than 20 projects.

Communications Director | June 2016 - March 2017

The Beijing Center (TBC) | Beijing, China

I worked to tell the story of TBC that dates back to the 16th century. Managed the transition from a US-based marketing team to a fully sufficient Beijing Marcom team, created the TBC voice & tone style guide, project managed & wordsmithed the website redesign (thebeijingcenter.org), and managed social media interns.

New Media Manager | July 2015 - May 2016

Pingo Space | Beijing, China

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, UX and copywriting of pingospace.com, management of all social media channels, and taking on the managerial role of branding, content marketing, and the non-app design team.

Mental Health Counselor | February 2012 - November 2012

San Francisco Jail Psychiatric Services | San Francisco, CA

I curated and led group therapy sessions, monitored ADLs, and set treatment goals with high-risk clients. This experience was transformative and expanded my understanding of the human condition, showing me distinct perspectives, journeys, and goals. This was my introduction to conducting 1-on-1 interviews, ethnographic research, and leading group therapy – now applied as focus groups.

Education

MA New Media | May 2015
Communication University
of China

BA Psychology | Dec. 2010
University of New Mexico
Magna cum laude

Languages

English - Native speaker

Chinese (Mandarin) - Basic
working proficiency

Spanish - Basic
comprehension