

Experience

Managing Staff UX Lead | July 2022 - April 2023

Senior UX Designer & Researcher | March 2021 - July 2022

Ad Hoc (adhocteam.us) | New York, NY (remote)

I led and managed a team of 15 senior UX design and accessibility specialists to implement large-scale, human-centered, sustainable, and innovative solutions in the Federal Civic space. Within a 100 person, fully remote, cross-discipline program, my responsibilities included practice (UX), program, and organizational direction, client relationship, designer hiring, experience and growth, service design, and product strategy. I also served as UX Research Lead of the entire program.

Key victories:

- Reduced designer turnover by 85% in first 6 months.
- Increased the submission acceptance rate for Caregiver applications requiring legal representative signatures by 100% in 30 days.
- Leveraged policy and user research to improve the VA health care application experience, cutting time spent on application for qualifying groups (40% of all applicants) by two-thirds and achieved a 100% submission rate in the first month post-launch.

Project Director & UX Research Lead | January 2018 - March 2021

UX Project Manager | March 2017 - December 2017

Flow Digital Agency (flow.asia) | Beijing, China

Created digital experiences (websites & WeChat mini-programs) for international entities entering the Chinese digital ecosystem & Chinese entities going abroad. I directed projects from proposal through publication, managing the team, client relationship, and taking the lead role in UX research & UX design. I directed both B2C and B2B digital, logo & branding, and graphic design projects in a wide-range of industries, including MNCs, e-commerce, media, academia, gaming, and government.

Communications Director | June 2016 - March 2017

The Beijing Center (thebeijingcenter.org) Beijing, China

I worked to tell the story of TBC that dates back to the 16th century. I managed the transition from a US-based marketing team to a fully sufficient Beijing Marcom team, served as PM & copywriter of the website (thebeijingcenter.org), created the TBC voice & tone style guide, and managed the marketing internship program.

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

Mental Health Counselor | February 2012 - November 2012

San Francisco Jail Psychiatric Services | San Francisco, CA

In collaboration with Psychiatrists and Therapists, 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

EMBA | *expected* July 2024
Quantic School of Business
and Technology

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