

Experience

User Experience Designer - Tang Consulting

(China's Biggest User Experience Consulting Firm)

May 2021-Present, Shenzhen

Projects:

① User-Oriented Product Recommendation and Service Design -

Client: INFINITUS

-**Product Recommendation:** Identify 3 kinds of health needs, 4 user personas and 6 stages in the consumption journey; give 3 product suggestions accordingly

-**Service Design:** Identify 6 salesman personas and their major sales journey; design 6 service opportunities accordingly

-**Strategy Implementation:** Communicate closely with client team to create demo service guidelines and impel implementation to pilot shops all over China

- **Quantitative research:** Complete from conceptualization to survey deployment within one week; successfully estimate the proportion of personas and validate certain research insights

- **Project Management:** Coordinate the overall project schedule, lead the communication of multiple tasks with the client team, ensuring the timely delivery of 2 key project milestones

② A Jewelry Online Lease App Redesign - Client: Kinghood

- Define the initial information architecture through blueprint map

- Assist client's PM to define new functions including personal asset, discount coupon, VIP, etc.

- Redesign the lease experience to reduce complexity, increase attraction and facilitate major tasks during the whole journey

③ Bank Product Strategy And App Redesign - Client: China Guangfa Bank

- Define electronic car service as key business according to our internal research and market research results

- Redesign the asset page for various user groups based on our user research results

- Redesign the purchase experience for insurance service

Other Clients: Vanke Real Estate, Xuhui District Government, Midea Real Estate

Roles: Project Associate Manager, UX Designer, User Researcher

Education

The Chinese University of HK

B.Sc. in Computer Science

First Class Honor (GPA: 3.75/4.0)

Hong Kong | 2015-2020

Highlighted Courses:

Human-Computer Interaction,

Data Structure,

Software Engineering...

Skills

Design

- Digital Product Design, Service Design, ...

- Sketch, Figma, Keynote, Adobe XD, Illustrator, Photoshop, ...

Research

User Interview, Desk Research, Questionnaire Survey, Semantic Analysis, Co-creation Workshop, ...

Management

- Experienced in research and design team management

- Experienced in client and agency relationship management

Programming

Python (for Data Analysis, Machine Learning, ...)

Language

- TOFEL 112, GRE 330+4.5

- Fluent oral English

- Native Mandarin, Fluent Cantonese

- Had multiple inter-cultural volunteering experience in campus

