

"Life is short, so it should be fulfilling.
Empowering users and business is fulfilling."

EDUCATION

Pratt Institute

M.S. Information Experience Design
Concentration: UX Research & Data Visualization
Aug 2018 - May 2020

Syracuse University

B.S. Information Technology
Sep 2013 - May 2017

SKILLS

- Design
- Design Thinking
- System Thinking
- Accessibility
- Information Architecture
- Interaction Design
- User Journey Map
- Service Blueprint
- Wireframe & Prototyping
- Research
- User Research
- Competitive Analysis
- A/B Testing
- Usability Testing
- Remote User Testing
- Heuristic Evaluation
- Eye Tracking Usability Testing

Tools

Jira, Figma, Sketch, Adobe XD, InVision,
Balsamiq, Photoshop, InDesign, Lightroom

Front-End Development

HTML, CSS, Javascript, Bootstrap, jQuery

Information Visualization

Google Analytics, Hotjar, Tableau, Excel

Language

English, Cantonese, Mandarin, Japanese (basic)

EXPERIENCE

Fidelity Investments

Principal User Experience Designer

Jan 2024 - Present | Dallas, TX

Enterprise Operation Experience | WealthScape Platform

Co-own and partner with product leaderships on product area vision, strategy, and group execution.

Continue to lead and oversee operation products (B2B & B2B2C) to build simple and creative solutions to complex problems. Currently also doing service design to reimagine operation experience.

Day to day support and mentor designers as well as to hold them accountable.

Collaborate with design leads across product areas to ensure consistent personas & platform experience.

Advocate for design ethics and accessibility.

Senior User Experience Designer

May 2022 - Dec 2023 | Dallas, TX

Enterprise Operation Experience | WealthScape Platform

Led and oversaw operation products (B2B & B2B2C) to build simple and creative solutions to complex problems. Products including alert & notification, data processing, user & firm configurations, billing, etc.,.

Organized and led workshops to identify visions, roadblocks, and dependencies to achieve stakeholder alignment on strategy and execution.

Collaborated closely with product owners, system analysts, and business analysts to ensure healthy product developments.

Built and managed Figma design kits. Worked closely with the design system team to improve designer's experiences. Served as a subject expert on design systems and onboarded new designers.

Capital One

Product Designer

July 2020 - May 2022 | Dallas, TX

Vehicle Inventory | Dealer Navigator Platform

Led design of two products in parallel including an enterprise tool to improve operation performance in managing dealer inventory as well as building a B2B inventory management system for car dealers to maximize vehicle sales and profits.

Trade-In | Dealer Navigator Platform

Led design of an end-to-end trade-in tool for car dealers to increase the efficiency of determining vehicle profitability and transparency between consumers and dealers to achieve successful deals.

Loan Servicing

Redesign complex auto loan products to enhance agent experience and empower delinquent customers to get back to current. Collaborated with operation leads to meet business and customer expectations.