

Bio

I'm a product designer with experience in product management and indie app development. I enjoy creating sensible, aesthetic human-computer interfaces that meet the needs of both users and the business.

Experience

Productization and Design @ Blockless (startup)

Mar 2022 – Jan 2023

 Product Manager  Decentralized computing services

Strategizing productization

- Conducted market research and defined the user experience for numerous zero-to-one products
- Pivoted product roadmap based on pre-release tests and feedback from business development

Designing human interfaces

- Created wireframes, prototypes, and guidelines for the team to produce developer-friendly designs
- Conducted interviews with prospective customers, gathered insights, and improved usability

Product Commercialization @ Tencent

May 2020 – Sep 2020

 Product Manager Intern  Live streaming platform

Incentivizing monetary participation

- Designed a gamified system that incentivized small monetary participation from users
- Increased daily paying users by 17% and monthly revenue by 6% (\$230k)

Filling a seasonal revenue gap

- Designed a series of competitions for platform users to participate in
- Increased the average daily revenue by 60% during the campaign

Coordinating with designers and engineers

- Gained experience coordinating with designers and engineers in a mature company
- Observed the inner workings of a high-performing team
- Developed a passion for product design from working with the designers

Projects

I design and develop projects around productivity, information management, and more.
[List of projects >](#)

Featured Projects

[Color Peeker](#), a menu bar app that shows the code of the color under your cursor in real time.

[Lingo](#), an app that let you quickly look up words and phrases in multiple languages, for definitions, images, and more.

Education

Master of Science, HCI @ UC Santa Cruz

(Present) Sep 2022 – Dec 2023

 Master of Science, Human Computer Interaction

Bachelor of Arts @ New York University

Sep 2018 – May 2022

 Bachelor of Arts, Technology and Society  Minor in Computer Science

Skills & Tools

Skills

Interface (UI) design
Experience (UX) design
Prototyping
Wireframing
User research

Product management

Problem framing
Ideation
Roadmapping
Data analysis
Software development

Proficient Tools

Figma, Sketch
Origami Studio
Swift
JavaScript, CSS, HTML
Node.js, React