

## EXPERIENCE

<b>Toast</b> Seattle, WA	<b>Lead Product Designer II</b> Aug 2023 - Now	<ul style="list-style-type: none"><li>• Led the strategic vision and design direction across 2 core products &amp; 2 new venture products, including admins &amp; apps.</li><li>• Worked with teams across the organization to build a Digital Storefront Suite while maintaining the scalable design system.</li></ul>
	<b>Lead Product Designer I</b> May 2022 - Aug 2023	<ul style="list-style-type: none"><li>• Created prototypes, demos &amp; presentations to communicate with the executive team.</li></ul>
<b>Baunfire</b> San Jose, CA	<b>Creative Director</b> Oct 2021 - May 2022	<ul style="list-style-type: none"><li>• Turned research into responsive interfaces across multiple platforms to meet business goals and drive traffic.</li></ul>
	<b>Sr. Product Designer</b> Sep 2019 - Oct 2021	<ul style="list-style-type: none"><li>• Collaborated with marketing team, researchers, program managers, and engineers to develop responsive user interfaces.</li></ul>
<b>McCann WorldGroup</b> Shanghai, China	<b>UX Designer</b> Jun 2015 - Aug 2016	<ul style="list-style-type: none"><li>• User research and data analysis by using scientific metrics to track product performance for L’Oreal, Riot game and Pepsi.</li></ul>
<b>Wunderman</b> Shanghai, China	<b>Visual Designer</b> Jun 2014 - Jun 2015	<ul style="list-style-type: none"><li>• Created brand style guides and design systems for Cadillac products, including website, app and ads.</li></ul>

## PROJECTS

### Toast - Restaurant Website Builder & Digital Storefront Suite (B2B)

My role: Product Lead, Product Management

### Toast - Branded Online Ordering Pro / Admin & Branded Consumer App / Admin (B2B)

My role: Product Lead, Product Management

### Toast - Consumer Brand Style Guide & Takeout App Redesign (B2C)

My role: Product Lead / Design System

### Google - San Jose’s Downtown West Website

My role: Creative Director / Researcher

## EDUCATION

### MFA Visual Communication Design - Interaction

2016 Rochester Institute of Technology  
Rochester, NY

### BFA Visual Communication Design BFA Human Computer Interaction

2010 Shanghai Institute of Technology  
Shanghai, China

## SKILLS

Design Leadership  
Product Management  
UIUX Design  
A/B & Usability testing  
Design System  
Visual Design  
Prototype / Presentation

## TOOLS

Figma / Sketch  
Adobe Creative Suite  
Microsoft Office  
Invision / Loom / Miro  
After Effects