

## EXPERIENCE

### Senior Product Designer

Adjust

05/2023 - 10/2024, Berlin

- Led design for iOS Advertising, privacy, and Recommend, a group of next-generation AI-driven insights products; mentored and guided product designers.
- Owned the end-to-end design for a 0-to-1 AI-driven prediction product from discovery, workshops, service design, to vision and MVP delivery, generating \$20K in pre-launch sales.
- Partnered directly with C-level executives to shape the AI product vision, expanding design system patterns for the next-generation product group.
- Led UX collaboration with cross-functional partners from customer success to data science while elevating UX maturity and impact.

### Senior Product Design Lead

Wayfair

06/2022 - 12/2022, Berlin

- Led design for supplier domain data services, developing the next-generation platform of Wayfair Partner Home for global suppliers.
- Owned end-to-end design from discovery, service design, to deliverables to create scalable core admin-facing systems crucial to operational efficiency.
- Collaborated with cross-functional leads to define and deliver critical design projects, resulting in \$63M in savings and significant NPS improvements in 2023.
- Mentored designers across the enterprise and consumer organizations.

### Senior Product Designer

sennder

10/2020 - 04/2022, Berlin

- As the 1st in-house design hire, led the design and evolution of the B2B carrier platform from private beta across web and mobile apps for the European logistics marketplace unicorn; defined product strategy with cross-functional leads; boosted core metrics, including reducing a payment conversion funnel duration by 95%.
- Built user research and research operations from the ground up, uncovering insights that shaped the roadmap while driving a data-informed culture across the company.
- Led a small team of designers and engineers to design, prioritize, and implement a new customer-facing design system, completing its MVP 1 month ahead of schedule.
- Hired, onboarded, and mentored product designers and the company's first user researcher, restructuring UX team rituals to foster collaboration and continuous improvement.
- Collaborated closely with cross-functional leads in product, operations, data, and engineering.

### Product Designer

Clincase

07/2019 - 09/2020, Berlin

- Led re-design of a legacy B2B clinical trial platform to improve data quality, efficiency, and compliance.
- Conducted the first company-wide user research to inform re-design decisions, product vision, and roadmap.
- Established a design system coherent with a new brand, defining implementation strategy and documentation.
- Advocated for data-informed design best practices across the company.

### Product Designer

Visbit

07/2018 - 05/2019, SF Bay Area

- Led design for a B2B VR content distribution IoT platform across web, tablets, and virtual reality headsets.
- Created a new iOS app for tablet users and designed all marketing assets.
- Collaborated with executives and stakeholders across marketing, business development, and engineering.
- Maintained and evolved the design system to be multi-platform compatible.
- Managed a design intern.

### Product Designer

Plexchat

06/2016 - 06/2018, SF Bay Area

- 2nd design hire for a mobile B2C chat app for the gamer community and a web-based B2B developer tool.
- Contributed to product decisions through user research and analytical metrics.
- Created and evolved a design system for the cross-platform product suite and designed marketing websites.
- Collaborated closely with product, operations, analysts, and engineers.
- Managed partnerships with external creative agencies.

### UX/UI Designer

Got It AI

06/2015 - 05/2016, SF Bay Area

- Designed core features for a two-sided B2C app connecting online tutors and students live on mobile and web with an agile team of product, engineering, operations, and data; focused on conversational UI.
- Leveraged product metrics to assess design outcomes and inform iterations.
- Conducted qualitative and quantitative user research, including competitive analysis, surveys, interviews, and usability testing.

### UX/UI Designer

Metaio

11/2014 - 05/2015, San Francisco

- Designed augmented reality apps for iOS and Android, serving Fortune 500 clients.
- Created wireframes, high-fidelity mockups, and graphic assets for RFPs.

## SKILLS

Figma, Adobe, HTML/CSS, JavaScript

## EDUCATION

Master of Architecture  
Bachelor of Architecture

University of Oregon, USA  
Wuhan University of Technology, China