

Seasoned digital product designer with experience across digital transformation, fntech, SaaS, edtech, healthtech, traveltech, AI and Web3. Specializes in UX/UI design and research, design systems and strategic design leadership, with a focus on translating complex workows into seamless, elegant products. Experienced as both an individual contributor and a team builder.

Experience

Nortal
Product Design Lead
July 2021 - Present • Remote Europe

Leading design and research for cross-platform products.

Partnering with product and engineering to shape cross-platform experiences and AI-integrated tools.

Driving product design for enterprise and consumer use cases, with a focus on usability and architecture.

Supported team through mentorship and leadership.

EF Education First
Sr. UX/UI Designer
Mar 2013 – Sep 2017 • Shanghai, London

Refned the design of EF’s virtual classroom platform used by millions worldwide.

Redesigned onboarding and scheduling systems based on user personas.

Maintained and scaled design guidelines across multiple platforms.

Toptal
Freelance Principal Designer
Oct 2020 - May 2021 • Remote Dubai

Led end-to-end UX/UI design for fntech and healthtech products.

Collaborated with stakeholders and engineering team to ensure timely delivery of product milestones.

Delivered high-impact design solutions under agile and fast-paced contexts.

i-MD
UX/UI Designer
Nov 2011 – Mar 2013 • Shanghai

Designed platforms for medical literature, international pharmas and conferences.

Interviewed users to uncover behavioral patterns and shape user personas.

Ran workshops and collaborated with engineering team.

EF English First
Sr. Product Designer
Oct 2017 – Sep 2020 • Shanghai

Led product design design for EF’s global edtech web and mobile platform.

Ran user research and collaborated with global teams.

Maintained design system and implemented consistent QA processes.

Mentored mid/junior designers.

China Mobile International
UX/UI Designer
Jul 2009 – Nov 2011 • Hong Kong

Designed UX/UI for streaming platform for mobile and web.

Ran user research and usability tests to guide design improvements.

Education

Hult International Business School
MBA, Innovation
Alumni Program, Web3

The Chinese University of Hong Kong
Exchange Study, Digital Design

Hubei University of Technology
BA, Art Design

Tools & Knowledge

Figma • Adobe CC • Framer • Sketch • Spline • Lottie
Miro • Canva • MagicaVoxel • Blender • Maya • Lookback
Maze • ProtoPie • Origami Rive • Lovable • Cursor
HTML/CSS • Midjourney • Procreate • Jira • Slack

Heuristic Evaluation • Storyboarding • Prototyping • Lean UX
Usability Testing • User Journey Mapping • Design Thinking
0→1 Product • UX/UI Design & Research • Design System
Design QA • Concept Development • AI-augmented Workflow