

Designer working across branding, UI/UX, and interaction design. I create digital and physical experiences that transform ideas into meaningful interactions, combining strong visual aesthetics, attention to detail, and thoughtful design solutions that strengthen brand storytelling.

EDUCATION

Parsons School of Design

2022 – 2026

Bachelor of Fine Arts
Communication Design

SKILLS

Professional

UI/UX | Interaction Design
| Design Systems | Visual
Communication | Branding

Journey Mapping | Brand
Strategy | User Personas

Technical

Adobe Creative Suite | Figma
| Glyphs | HTML/CSS/JS |
Blender

Language

English | Chinese

EXPERIENCE

Visual & Interaction Designer | Thesis

2025 – 2026

- Translated research on habit formation into a multi-format interactive experience combining collectible cards, gameplay, and personal record-keeping. The system encourages users to examine everyday behaviors and reconsider habits as flexible, evolving patterns rather than permanent traits.

Product Designer | Echo

2025

- Led the design of Echo, a social app that helps college students connect beyond the classroom. Designed user-informed filtering features and responsive interactions to improve engagement and retention.
- Developed a vibrant visual system that encourages discovery and connection across diverse communities.

Brand & Visual Designer | UPCYCLO

2024 – 2025

- Built a cohesive brand identity for Upcyclo, translating sustainable values into workshops, events, and digital experiences. Developed a youthful, nature-inspired visual system that encourages creative communities to engage with waste reuse.

Brand & Visual Designer | Live Media Group

2022 – 2024

- Developed a brand identity and website experience from concept to execution, positioning the organization as an engaging platform for international students and supporting partnerships with student organizations across major NYC universities.