

## BIO

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I value empathy and trust. I see design as the art of building lasting relationships. With a career helping businesses connect with people through deep understanding, simplification, and scalable solutions, I now lead the generative AI experience at Amazon Ads, bridging science and human experience. Outside of work, I'm passionate about mental health—you'll often find me reading Freud, volunteering as a crisis counselor, or painting human figures.

## WORK EXPERIENCE

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### PRODUCT DESIGNER II | Senior-Level Responsibilities Amazon | New York, NY Apr 2022 - Present

At Amazon Ads, I own the advertiser-facing AI image generation experience as sole design lead. Prior to that, I was leading Sponsored Display ads platform, enhancing both consumer experiences and advertiser tools.

- **Leading Generative AI Solutions:** Scaled the AI Image Generator by partnering with Product Managers, Scientists, Analysts, and Engineers, increasing active advertiser adoption from 2.5K to 46K (+1,880%) and monthly AI-generated ad revenue from \$828K to \$7M (+745%) in one year.
- **Setting North Star Vision:** Collaborated with UX researchers to explore user mental model, defined and delivered the North Star vision for AI-powered creative tools.
- **Addressing Critical User Pain Points:** Identified top user problems, developed a strategy, and created the first AI-GEN editing feature, reducing negative feedback by 15% and increasing AI-GEN image usage by 20%.
- **Establishing Design Patterns:** Standardized AI-GEN patterns across Amazon Ads, including editing patterns, side sheet behavior, loading status, and AI tags, contributing to the Design Systems.
- **Owning Project Prioritization:** Run biweekly UX backlog meetings with 4 Product Managers and 5 Engineering Leads to align on prioritization and ensure efficient delivery of key initiatives.
- **Delivering Projects With Impact:** Led the creation of mobile carousel ads and 7 additional features for Sponsored Display, resulting in a 23% increase in ad impressions and a 15% revenue boost within a year.
- **Establishing User-Centric Processes:** Piloted a designer-led user testing framework and led the first Design Thinking workshop, bringing together 17 stakeholders across 5 departments, establishing a repeatable structure for future workshops.
- **Improving Collaboration Mechanism:** Developed a new UX/Engineering handoff process with a UX checklist, enhancing collaboration and ensuring design integrity throughout development.
- **Mentoring Designers:** Onboarded and mentored junior designers.

### PRODUCT DESIGNER MakeSpace | New York, NY Dec 2019 - Feb 2022

MakeSpace is a fast-growing startup transforming the self-storage industry. As the sole designer, I led the innovation of new services from the ground up and enhancements to existing experiences across multiple user touchpoints.

- **Shaped Product Strategy:** Launched 8 experiments to boost online and mobile conversion, with 3 selected for A/B testing, driving a 69% conversion rate increase.
- **Led Innovation:** Designed a 0-to-1 self-service appointment tool, raising booking rates by 48%.
- **Optimized Service Design:** Collaborated with Customer Support, Sales, and Marketing to map user journeys and identify service touchpoints, including revamping the claims process, reducing support tickets by 31%.
- **Delivered Designs:** Created wireframes, hi-fi mockups, and prototypes for iOS and responsive web applications.
- **Led User Research:** Conducted over 10 research studies, gathering insights from 30+ customers.

**MOBILE PRODUCT DESIGNER** Win-ke | New York, NY **Sep 2019 - Feb 2020**

Win-ke offers an Airbnb-like service for self-storage. I designed end-to-end experiences for their consumer mobile app, collaborating closely with CEO, Design, Engineering and Marketing.

**PRODUCT DESIGN INTERN** Braze | New York, NY **Jul 2019 - Sep 2019**

At Braze, I designed experiences for SaaS B2B marketing tools within an agile framework. I ran workshops, led usability testing sessions, and contributed to design system development.

## OTHER EXPERIENCE

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**VOLUNTEER CRISIS COUNSELOR** Crisis Text Line **Aug 2024 - Present**

I volunteer with Crisis Text Line, a national mental health nonprofit, delivering remote crisis counseling through active listening, empathy-driven support, and thoughtful decision-making in high-stress situations.

**FOUNDER** Seeing **Dec 2021 - Mar 2022**

I combined my passions for mental health and design to create an app that offers a fun and creative approach to practicing mindfulness. This app was nominated and awarded at the UX Design Awards 2022.

**DESIGN MENTOR** ADPList **May 2021 - Mar 2022**

I mentored 30+ designers and led 4 group sessions focused on product strategy, leadership, and career development.

## EDUCATION

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**MASTER OF ARCHITECTURE** University of California, Berkeley **Aug 2015 - May 2019**

**CERTIFICATE IN NEW MEDIA DESIGN** University of California, Berkeley **Mar 2017 - May 2019**

**BACHELOR OF ARCHITECTURE** Huazhong University of Sci. & Tech. **Aug 2010 - May 2015**

**ASSOCIATE DEGREE IN PSYCHOLOGY** Central China Normal University **Mar 2012 - May 2015**