

Experience

Meta (Facebook)

Product Design Lead

5/2020—Present, Menlo Park, CA

Design lead of advertiser experience in data sharing (Signals) for Meta's Monetization team, the business division responsible for generating 98% of the company's revenue.

Airbnb

Experience Design Lead

12/2019—5/2020, San Francisco, CA

Design Lead for Airbnb's data platform, collaborating with ML and AI teams to enhance the data analytics experience. Leveraged ML to reduce customer support ticket costs.

Workday

Senior Product Designer

7/2013—12/2019, San Mateo, CA

Design lead of 6 enterprise data analytics products: from Data Ingestion, Data Lineage, Data Management, Data Transformation (ETL), Data Security to Data Visualization.

Alibaba

Principle UI Designer

10/2008—7/2011, Hangzhou, China

Design lead of the consumer experience for China's largest e-commerce site, incorporating interactive storytelling and gamification to onboard users to new products and features.

Education

Indiana University

MFA - Visual Communication Design

Indianapolis, Indiana, U.S.A.

Guangzhou Academy of Fine Arts

MA - Internet Advertising Design

Guangzhou, China

Guangzhou Academy of Fine Arts

BA - Visual Communication Design

Guangzhou, China

Superpower

Wizard of data analytics software design

Domain expert in both enterprise and consumer data analytics experience design, specializing in data pipeline development, data management, and data visualization. Advocate for simplifying and democratizing data analytics to empower small businesses and individuals to make data-driven decisions.

Complex design problem solver

Possesses a unique ability to navigate and translate highly complex technical details and abstract enterprise product requirements into tangible, end-to-end user experiences. Leverages critical thinking and user journey mapping to identify product experience gaps and monetization opportunities. Utilizes user-centric visual storytelling to align cross-team members and secure leadership buy-in.

Team lead and cheerleader

Equipped with strong interpersonal communication and negotiation skills. An empathetic listener to user pain points, a supportive leader to team members, a mentor and enabler for junior designers, and a reliable design lead and collaborator across business functions. Responsible for managing summer design interns.