
Experience

HaveYouMet | Sep. 2024 – Present

Lead Designer

- **Brand & Visual Identity:** Redesigned brand identity (logo, marketing collateral, website, pitch deck) using Adobe Creative Suite.
- **Product Design & Delivery:** Crafted user flows and high-fidelity mobile app designs in Figma, partnering with engineers for seamless handoff.
- **Stakeholder Alignment & Roadmap Strategy:** Collaborated with CEO & cross-functional teams to prioritize features, tackle product challenges, and sharpen user/investor messaging.
- **Team Leadership & Collaboration:** Directed design interns & illustrators through agile sprints, ensuring consistent, high-quality deliverables.
- **Fundraising Impact & Results:** These efforts contributed directly to a successful \$0.8M fundraising round.

LightIn | Nov. 2024 – Apr. 2025

Product Designer, Part-time

- **Product Strategy:** Conducted market research to uncover whitespace in the crowded astrology app market, led workshops to prioritize high-impact features, and ran user interviews with prototype tests.
- **UI/UX Reinvention & Gamification:** Redesigned mobile app in Figma with an AI companion and level-based journey for a fresh, engaging experience.

Freelancer | Sep. 2023 – Aug. 2024

Brand Designer

Sibling Rivalry

- Initiated a design direction for AMC's WEtv rebranding and developed into a comprehensive visual identity system.
- Created National Geographic Society pitch materials, swag, magazine covers, collateral and built corresponding case study assets in Figma.

Brand New School

- Developed logo, UI, and swag for a fictional sneaker brand using Figma; designed style frames for Brooks' "Let's run there" campaign.

Sunday Afternoon | Oct. 2022 – Aug. 2023

Designer

- Led brand design work for Magnetic Field visual identity systems including UX design in Figma, and motion design in After Effects.
- Took the lead in motion design, 3D design in the ROON project using Adobe Creative Suite.
- Responsible for motion design, typography, 3D design in the Daydream project using Figma.

Gretel | Jul. 2022 – Oct. 2022

Design Intern

- Designed print and digital event identities (Newlab, RISD rebrand, Winter Wonderland) end-to-end in Figma.

Education

Master of Fine Arts, Graphic Design | 2019 – 2022

ArtCenter College of Design – Pasadena, CA

Bachelor of Arts, Advertising | 2015 – 2019

Sichuan University – Chengdu, China

Awards

TDC Awards | Apr. 2024

Best in Discipline in Communication Design,
Canal Magazine

Graphic Design China Award Gold | Oct. 2022

Typography, *Provo*

Communication Arts Award of Excellence | Oct. 2022

Typography Annual 2022, *Provo*

TDC Awards × 2 | Apr. 2022

TDC68th, *ONE%VINYL & Provo*

Young Ones ADC Gold Cube | Apr. 2022

Brand Identity System, *ONE%VINYL*