

USER-EXPERIENCE DESIGNER

Expertise in UI/UX design and branding. Strength in both interpersonal and client relations and at technological skills and current practices. Self starting, hard working, fast learning, honest, committed, team player, creative, and willing. Advocate of following **designer's workflow** keeping the "user" (people, customer, client) in the center: Brainstorm concept, flow chart design, wireframes, rapid prototypes, A/B test, consider proven metrics to make decisions, build beautiful prototypes, feedback, and repeat.

EXPERIENCE

HBJU INC., California

UI / UX Designer

2014–Present

Flower Pavilion

- After re-design, online sales resulted in over 50% increase.
- Reduced overhead costs of hosting by 200% by switching from proprietary to cloud server.
- Successful E-commerce design using designer workflow from concept to delivery: logo branding, brainstorm category list, flowchart, wireframe, prototypes, A/B testing
- Launched California Succulent, designing with Fremont Flower Pavilion's proven successful structure as a sub-category product.
- Used a similar design workflow to create E-commerce from concept to delivery.
- Co-owner of the business.

VR Photo Co.

- Designed company portfolio website from concept, information design, wireframing, and front-end developing, to launch.
- Worked as a team to start this startup using cutting edge portable imaging system.
- Forerunner of using 360° technology in real estate to presenting to stakeholders and investors with successful closing deals.
- Co-founder of the business.

H&B

- Designed customer and sales experience with flowcharts with proven success after feedbacks.
- Designed a kiosk at the Great Mall, Milpitas.
- Designed and launched a 2nd kiosk at Oakridge Mall, San Jose with user-experience method.
- Dove into physical retail experience to better understand an excellent virtual experience for the customers, employees, and products.
- Co-founder of the business.

K H FOOD CORP., California

Experience Designer

2012–2015

Web / Graphic Designer / Brand Manager

2008–2012

Web Design

- Steady sales growth 20~25% every year with complete company website re-design.
- Designed and developed the website from concept to delivery with designer's workflow.

Brand Design

- Re-created the brand to reach new demographic with increasing steady sales results.
- Rebranded and expanded market to U.S. domestic and international branding to Asia.
- Successful branding lead to growth and recognized by main brand companies such as Costco, 99 Ranch, and 7-Eleven.

Experience Design

- Create rapid prototypes and wireframes which brought high results during web development.
- Designed flowcharts of the production process and boosted production by 33% in efficiency.
- Created a workflow experience design for management to work from home.

Teamwork

- Worked with engineers under pressure and tight deadlines for system maintenance.
- Setup network system for intercommunication between departments.

Leadership

- Lead this food manufacturer in Orange County become the first to design an online food shopping experience website.
- Co-owner overseeing multiple departments in operations, accounting, sales, and marketing.

EDUCATION

Stanford University, Professional Online Development – **Entrepreneurial Experience Design** 2012

Art Institute of California, School of Design – Bachelors of Science – **Interactive Media Design** 2008

Biola University – Associate of Science – **Computer Science** 2006

TECHNOLOGY SKILLS & LANGUAGES

10 Yr.+ Toolbox:

HTML5, CSS3, JS/JQuery, Adobe Illustrator, Adobe Photoshop, Photography, Adobe Premiere, Excel/Spreadsheet, Word/Doc, Powerpoint/Keynote, Wordpress VIP and self-host, PayPal Merchant Integration

5 yr. Toolbox:

Adobe Lightroom, Balsamiq Mockup, Sketch, OmniGraffle, Invision

Design Skills:

User Experience, User Interface, Graphic, Information, E-commerce, Rapid Prototyping, Flowchart, Wireframe, A/B Testing

Verbal

Languages:

English
Chinese