

## experiences

### Senior Designer

Vyond.com  
2012 - 2020

Reporting to the Director of Product Team, my responsibilities included conducting user researches and competitor analysis; creating user flows, prototypes, visual mockups; maintaining and developing Vyond design system and facilitating workshops with engineers and stakeholders.

#### Key accomplishments:

- Led design of the new HTML5 Video Maker application with special focus on user interface design.
- Created, developed and maintained the company's first design system from scratch.
- Led the company rebranding tasks twice. From consumer- focused GoAnimate to GoAnimate for Business in 2012; then repositioned Vyond as a professional video editing product for enterprises.

### Lead Designer

JobsDB.com  
2011 - 2011

- Led visual design of the company's first mobile responsive website.
- Created and developed the company's first web style guide.
- Designed landing pages, email marketing campaigns and banner ads.

### Senior Designer

Fluid Design  
2010 - 2011

- Gathered requirements and communicated with external clients.
- Created wireframes, sitemaps and information architecture for all projects.
- Designed websites, animations and email marketing campaigns for clients such as Wall Street Journal, Art Future Group, SCMP and Value Partners.

### Senior Interaction Designer

IBM  
2007 - 2010

- Designed user interfaces for IBM LotusLive iNotes email web application.
- Ensured visual design reflects IBM brand identity.

### Designer

United States Holocaust Memorial  
Museum  
2003 - 2006

- Designed the museum's interactive narratives, which involved applying appropriate design elements from both modern culture and history to interactive storytelling.
- Redesigned the museum's "Committee on Conscience" website.
- Responsible for all creative direction, ranging from generation of initial design concepts, information architecture to execution of interface designs and animations.

### Designer

CBS  
1999 - 2001

- Conceptualized and designed Flash animations for CBS.com.

## educations

Rochester Institute of Technology  
**MFA, Computer Graphics Design**

General Assembly  
**Certification, User Experience Design**

The University of Hong Kong  
**Certification, Docent Training**

Savannah College of Art and Design  
**BFA, Major in Graphic Design,  
Minor in Art History**

GeorgeTown University  
**Certification, Museum Exhibition &  
Planning**

## skills & tools

### Interaction

Wire-framing, Prototyping  
Affinity Mapping  
Persona, Journey Mapping  
Usability Testing  
Agile Development Process

### Visual

UI Design  
Branding  
Illustration  
Graphic Design  
Sketching

### Tools

Adobe Suite  
Sketch, Figma, Marvel  
CSS & HTML  
Bootstrap  
Audacity