

Experience

- **Meta** (Facebook)
Product Design Lead
5/2020 - Present Menlo Park, CA
Lead the design effort of advertiser experience in data sharing and ads creation at Meta's Ads & Business Platform (the business pillar generates 98% of all FB revenue).
- **Airbnb**
Experience Design Lead
12/2019 - 5/2020 San Francisco, CA
Design lead at Airbnb's data platform, work with ML and AI teams to improve Airbnb's data analytics experience, leverage ML and AI to reduce customer support ticket cost.
- **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
Lead the design effort of consumer experience of the largest e-commerce site in China. Design interactive storytelling, gamification to onboard users on 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 experience design**
Domain expert of both enterprise and consumer data analytics experience design, from data pipelines building, data management to data visualization. Advocate of simplifying and democratizing data analytics to help more small businesses and individuals to make data-driven decisions.
- **UX storyteller of extremely complex design problems**
Has the magic power of navigating and translating extremely complex technical details and abstract enterprise product requirements into concrete end-to-end user experience. Leverage critical thinking, user journey map to identify product experience gaps, monetization opportunities. Utilize user-centric visual storytelling to align cross-team members and gain buy-ins from leadership.
- **Team lead and evangelist of user experience**
Equipped with great interpersonal communication and negotiation skills. An empathic listener to user pain points, a cheerleader to team members, a mentor and enabler to junior designers, a reliable design lead and alliance in cross-business and function collaborations.