

## Professional Experience

### Unity-Next (Hybrid Workplace Management Tool) (Website: <https://www.unitynext.tech/>)

New York, US  
09/2023 - Present

#### Product Design Strategist, UI/UX Researcher & Designer

- Market Research: Analyzed post-pandemic workplace landscape, identified, and synthesized pain points, opportunities, and trends for future work;
- Strategy Research & Design: Conducted in-depth market research(qualitative + quantitative) on competitors and target customers, identified target users' demands, created and proposed strategic plan for positioning and launching Unity-Next;
- Product Development, Front-end UX/UI Design: Designed, implemented four test and iterations of the user journey, product interface and mechanism.

### Cushman & Wakefield Intern (Strategy Consultant Department)

Remote  
07/2023 - 09/2023

- Market Research with Data Analysis: Identified opportunities of Lirendong Village(an ancient village in China, 4,700,000m<sup>2</sup>) by gathering and analyzing the governmental data, location information, competitor cases, and market situation;
- Strategy Development: Ideated relevant renovation and branding directions for Lirendong Village, contributed to the bidding;
- Visualization & Communication: Visualized data and information with PS, AI, ID, and Excel, co-worked via Teams.

### Gensler Design Researcher (short-term project)

New York, US  
01/2023 - 05/2023

- Design Research & Test: Stress-tested Gensler's framework, Culture of Inclusion, according to Gensler Strategy Team's needs, by observing, interviewing target users, and synthesizing qualitative information with Excel, Miro, etc;
- Strategy Design & Prototype: Iterated and reshaped employee experience within creative organizations based on the research and test of the Culture of Inclusion framework
- Visualization & Storytelling: Visualized and pitched the outcome to Gensler in person

### Harber United Architecture Group (Website: <https://www.huarchunion.com/>)

Guangzhou, China

Engaged in various strategic and spatial renovation design projects of large commercial complexes with a total area of over 1,000,000 square fts. Most of the hands-on projects were landed during 2022, and won design prizes such as INNODESIGN, A'design and IDA.

#### Design Strategist & Brand Design Lead

08/2021 - 10/2022

- Experience Strategy Design & Lead:
  - Developed innovative experience strategy for real estate or property management companies by identifying pain points and opportunities with data analysis and target customer observation. Design Thinking was highly involved along the process.
  - Generated position strategy for clients and contributed to brand experience design within different campaigns.
  - Lead and manage the 5-person brand strategy team in daily work.
- Workflow Standard Development:
  - Constructed company-specific design thinking process and trained relevant employees for daily application.
  - Devised and formulated 2022 corporate branding strategy, standards and trained relevant employees to execute the standards.
- Corporate Change Management:
  - Enabled shift and execution of the new corporate brand standard, upgraded corporate website, directed a new award application upon the new standard for the company, improved corporate winning rate from 25% to 76%.

#### Experience Designer

05/2020 - 07/2021

- Design Research & Retail Strategy Design:
  - Developed retail renovation/culture strategies and spatial solutions for real estate or property management companies by observing and analyzing customers' demands, competitors, and target markets. Some strategies have doubled our clients' profits
- Spatial, Experience Design & Concept Development & Environmental Graphic Design:
  - Generated creative concept by brainstorming with teammates following the design thinking process
  - Designed environmental graphics, engaged in spatial design solutions corresponding to the retail strategies
  - Developed and iterated the design with various software, such as Photoshop, CAD, Sketch Up, D5 Render, and Procreate
- Visualization & Presentation: Visualized the design solution, prepared pitch deck, and presented to the clients

## Education

**Parsons - School of Design**  
Master of Science - Strategic Design & Management

New York, US  
08/2022 - 05/2024

**South China Agricultural University**  
Bachelor of Art - Environmental Design

Guangzhou, China  
09/2018 - 06/2022

**Harvard University**  
Graduate Degree - Marketing Management & Digital Strategy

Boston, US / Remote  
06/2023 - 03/2025

## Certificates & Awards & Skills & Interests

**Certificates**: Google Data Analytics; Foundation in Design Thinking (IDEO); Foundation in Psychology (on-going); LEED GA(on-going)

**Adwards**: (Group work project) 2023 IDA Design Award; 2022 IDA Design Award; 2022 MUSE Design Award; 2022 A' design Award

**Languages**: English, Mandarin Chinese, Cantonese, Japanese(on-going learning)

**Softwares**: ● Graphic Design: Adobe Family(Photoshop, AI, Indesign...), Procreate; ● Space Design: CAD, Sketchup, Rhino;  
● Interaction Design: Figma; ● Data Analytics: Excel, SQL Basic ● Co-working: Mural, Miro, Teams...

**Skill Proficiency**: Structuralization and Systemization, User & Market Design Research, Data Analysis, Information Synthesis, Strategic Planning, Innovation / Creative Design, Writing, Graphic Design, Visualization (both 2D & 3D), Storytelling

**Interests**: Illustrating Drawing, Pop Music Singing, Musical Instrument Playing