

Experience



Ubiquiti

Enterprise networking & IoT company

Senior UX/UI Designer

Shanghai

Apr 2024 - Jan 2025

- Led design for the UniFi Access platform, creating core features (Caller Manager, Dashboard, Device List) and a new design pattern that boosted overall SaaS platform functionality and usability.
- Owned the UniFi Protect IoT line, enhancing the Sensor Manager and streamlining the device onboarding-to-management workflow.



Staffbase

Employee communication platform

Product Designer

Germany

May 2022 - Jul 2023

- Led research-driven enhancements for the Campaigns feature to improve performance tracking. I then abstracted the user flow into a "Data Exploration" pattern, implemented across other modules.
- Contributed to our B2B design system by co-developing and maintaining the core "Forms" components, ensuring they evolved with our product requirements.



EICO

Design Agency

UX Designer II

Shanghai

Dec 2020 - May 2022

- Collaborate with Bosch, I conducted field research at 11 repair stores in 4 cities to define user needs for a new technician knowledge base (RMI/EBR), leading the product's design.
- Optimized the onboarding experience for study tool MarginNote by streamlining user scenarios for newcomers.



Freelance

UX Designer

- Frog Design

Researched and defined user needs for Huawei's smart home, establishing experience criteria and designing core interactions for multi-modal integration.

- Gate.io

Led the iterative redesign of the Gate Startup launchpad, boosting key usability metrics and driving an 89% increase in average subscription clicks per project.

Education



University of the Arts
London

Aug 2018 - Dec 2019

- M.A. in Interaction Design Communication

London College of Communication

Interaction Design, Data Visualizations, Creative Programming

Huazhong University of
Sci. & Tech.

Sep. 2014 - Sep. 2018

- B.A. in Product Design

School of Mechanical Science & Engineering

Information Architecture, Product Design, HMI, Human-Centered Design

Skills

Design	Research	Programming	Language
Information Architecture	User Interview	Processing	Chinese-Native
Service Wireframing	Service Blueprinting	p5.js	English-Fluent
Design System	Usability Testing	HTML	German-A2
Prototyping	User Journey Map		
Agile Teamwork			