

WORK EXPERIENCE

DIGITALROUTE | Product Designer

2022.09 – PRESENT / STOCKHOLM, SWEDEN

I led several key projects, including **AI Assistant** for smart workflow automation and decision support, **Usage Intelligence** for AI-driven insights and recommendations, **Usage Metering** for managing usage-based solution. Working for a **B2B SaaS software** involves a unique set of challenges and opportunities. This role has strengthened my skills in data-informed decision-making, storytelling, and designing for accessibility. My contributions have helped drive DigitalRoute's business growth and improve its competitive position in the market.

LG NORDIC | Creative Designer

2020.04 – 2022.09 / STOCKHOLM, SWEDEN

I was responsible for producing **marketing assets** for LG Nordic, including ads, branding, and promotions. I collaborated with Marketing manager, PR, and other stakeholders to improve brand perception and visibility. This role enhanced my skills in strategising and executing campaigns, ensuring consistent brand representation.

ASSA ABLOY ENTRANCE SYSTEM | UX Designer

2018.11 – 2020.04 / LANDSKRONA, SWEDEN

I led the **UX research project**, conducting research to observe and analyse pedestrian behaviour at doorways, identify pain points, and suggest solutions. I also quantified air infiltration and energy consumption using CFD calculations. Additionally, I contributed to **two inventions** on the intelligent door system design.

HUAWEI | Industrial & UX Design Intern

2018.08 – 2018.11 / SHENZHEN, CHINA

I designed several phone cases with the 'traveling' theme and an intelligent suitcase mock-up for the Huawei product team.

KOHLER | Industrial & UX Design Intern

2017.06 – 2017.09 / SHANGHAI, CHINA

As part of the product team, I contributed to various projects, such as healthcare bidet design, hand dryer and NUMI 2. My responsibilities included marketing research and user flows analysis.

ANIMUS HOME | Packaging Design Intern

2016.10 – 2017.02 / LUND, SWEDEN

Animus Home is a start-up company based in Malmö, Sweden. I contributed as a packaging & visual designer including marketing research, packaging design, manual book visual design, etc.

ABOUT

SUMMARY

With **6+ years** of experience as a product designer and researcher, I have been helping SaaS, traditional industry, and leading consumer electronics companies boost their profitability by creating user-centric and impactful products. I specialize in translating user insights into effective design solutions.

DESIGN

User Experience Design • User Interface Design • Strategy & Product Vision • Design System • Accessibility • Responsive Design • Userflows • Prototyping • Illustration & Visual Design • Premiere • Branding • VI design • 3D Modelling

RESEARCH

Value Discovery • Triad Product Workshop • Whiteboard Workshop • User Journey • User Interview • Persona Hypothesis • Solution Discovery • Usability Test • Data-Informed Analysis

SOFTWARE

Figma • Sketch • Storybook • Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe XD • Premiere • Rhinoceros • KeyShot 5

HOBBIES

Design • Painting • Handcraft • Diving • Climbing • Stand-up Paddling • Travelling

EDUCATION

LUND UNIVERSITY

| Master of Industrial Design

2016 – 2018 / LUND, SWEDEN

DALIAN UNIVERSITY OF TECHNOLOGY

| Bachelor of Industrial Design

2012 – 2016 / DALIAN, CHINA

NATIONAL TAIPEI UNIVERSITY OF TECHNOLOGY | Exchange Program

2015 / TAIPEI, TAIWAN