

### PERSONAL PROFILE

As a service designer, I am passionate about discovering the neglected pain points in society and creating value at the intersection of people, business, and the environment. With a background in computer science and experience as a UI designer, I learned to use empathy-centered design and cross-industry attempts to research and identify multiple stakeholders' needs from different perspectives. It can also help me quickly understand the project environment and easily communicate with the developers and the product manager during work.

### EDUCATION

#### ROYAL COLLEGE OF ART

Service Design Program (Master of Arts)

LONDON, UK

09.2022-09.2023

Main Modules: Design Entrepreneurship; Design Management and System Design; Social Innovation and Future Service; Prototyping Techniques and Experiment Design; Data Analysis and Future Scenario Planning; theory of change and design of system transformation

#### IMPERIAL COLLEGE BUSINESS SCHOOL

Entrepreneurship Elective in MBA

LONDON, UK

10.2022-07.2023

#### CAPITAL UNIVERSITY OF ECONOMICS AND BUSINESS

Computer Science and Technology (Bachelor of Science)

BEIJING, CHINA

09.2018-06.2022

### WORKING EXPERIENCE



The Healthcare Lab from  
Royal College of Art

#### PROJECT MANAGER, PUBLIC POLICY RESEARCH

10.2022 - 03.2023

LONDON, UK

- Designed an age-inclusive memory-sharing platform for people above 65 years old with communication disorders. Reestablished their sense of agency by promoting intergenerational socialization.
- Conducted the ethnographic research with the Camden Chinese Community. Explored community life of over 65s with communication problems from space setting, service delivery to individual experience by undertaking the storyboard and ecosystem map.
- Developed the COM-B model, business model, and value proposition to verify the feasibility, viability and desirability of the service process based on theory of change
- Conducted prototype testing with 50+ target users to verify the service concept and flow and got a high evaluation from 90% pilots.



The research department  
under the China Academy  
of Science.

#### UX/UI DESIGN INTERN

03.2022 - 08.2022

BEIJING, CHINA

- Designed online and offline military and commercial systems to assist in assessing strategic command rationality by conducting field research with 20+ different commands of Naval and Air Forces, designing service blueprints, and iterating the user experience of the official website.
- Created the new Web-based AI model training service on the digital electronic large screen for joint operation simulation and deduction Intelligent system by undertaking competitor analysis, business requirements analysis, idea sketching.
- Integrate existing functions for new information architecture and built the hi-fidelity Axure prototypes. Produced 8 UIs for mobile website pages and 5 sets of promotional materials.
- Led the design team to win the internal competition. The design was approved and implemented by 10+ military training centres.



The integrated operation and  
maintenance management  
services company

#### PRODUCT MANAGER INTERN

01.2021 - 04.2021

BEIJING, CHINA

- Developed a laboratory-integrated business management platform by analyzing interaction scenario, and built up the evaluation database by conducting customer need research and a stakeholder map.
- Collaborated with the different departments including back-end development and product operation to identify the pain points and optimize the product user experience. Updated interface design standards, specifications, and related specification documents.
- Helped with the product successfully put into use and tested in Beijing Administration for Entry-Exit Inspection and Quarantine.

## PROJECT EXPERIENCE

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### **BIOBIZ (NETWORKING BRIDGE FOR BIOMATERIAL DESIGNER)**

**LONDON, UK**

*Partner with: Materiom, Leitat*

02.2023 - 05.2023

- Designed a human-centred data platform for individual biomaterials designers, connecting designers and companies through several intelligent matches. Promoted the junior designer commercializing biomaterials.
- Interviewed 20+ biomaterial companies and 50+ biomaterial designers to identify the pain point and defined the main functions by undertaking the stakeholder map, value proposition, system map, competitor analysis, and wireframe.
- Carried out market and industry research. Analyzed research data to test the marketing solution by using the TAM&SAM model and go-to-market strategy. Further developed the financial flows about the revenue resource and cost budget.
- The platform trial operation was conducted on the campus to promote communication between textile students and several biological fabric companies, and the employment rate was planned to increase by 10% in the future.

### **GO-ZERO-WASTE (NEW RECYCLE COMMUNITY SERVICES)**

**BOURNEMOUTH, UK**

*Partner with: Royal National Lifeboat Institution*

11.2022 - 02.2023

- Designed a new waste recycling and sorting service system, connecting tourists and local communities across a dynamic network of 1,000 local SpringRecycle vending machines.
- Conducted embedded field research connecting the contemporary problem around the marine environments with West Hill Community. Researched the patterns of different industries, plastic pollution rates, and local employment data in Bournemouth to build up actual and potential customer profiles.
- Analyzed the operational relationship and the whole service process between different departments by stakeholder map, user journey map, storyboard, and service blueprint.
- Created interactive posters and modeling designs to demonstrate the practical function. And cooperate with RNLI offline and online shops by putting the coupons in the SpringRecycle vending machine.

### **VRLEARNLAB (FUTURE EDUCATION SERVICE DESIGN)**

**LONDON, UK**

*Partner with: BBC iPlayer*

09.2022 - 11.2022

- Designed a new education system service in a five-year horizon by delivering lessons that are centred around the development of practical skills through sensory VR.
- Defined project goals and key features to help drive product strategy through Data analysis, User interviews, and Competitor analysis.
- Analysed the current PHSE/RSE curriculum and to built the business model and integrated VR into the PHSE curriculum.
- Created two VR service dashboards from the students' and teachers perspectives. Increase levels of engagement through the gamification interface design. Carried out a two days baking workshop to mimic the learning process to test the usability of the service.

## SKILLS

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<b>AWARDS</b>	First prize of University Student Innovation and Entrepreneurship Competition, First Class Scholarship of School, Academy Collection Award of Graduation Design
<b>LANGUAGE</b>	Chinese (Native), English (Fluent)
<b>DESIGN</b>	User Research, Personas, Journey Maps, Co-creation, Wireframing, Prototyping, Usability Testing, Design Strategy, User-centre Design, User Interviews, Storyboarding, Stakeholder Map, Service Blueprint, Market Analysis, Visual Design
<b>TOOLS</b>	Adobe Illustrator, Photoshop, After Effects, Figma, Sketch, Microsoft office, Axure RP, Sketch, 3D Max
<b>PROGRAMMING</b>	Python, MATLAB, JavaScript, Java, C/C++, Android Development, Processing, HTML5+CSS3, PHP, MySql
<b>INTERESTS</b>	Snowboard, Hiking, Cooking, Piano, Taekwondo