

Experience

Lead Product Design Consultant – *Nibblr, LLC*

Jan 2024 - Present

UX Leadership:

- Led and scoped end-to-end product and UX design initiatives for early-stage startups—leveraging AI in MVP concepts, establishing scalable design systems, and implementing efficient design processes from the ground up.
- Partnered with mid- to large-sized businesses to deliver branding and UX strategies focused on measurable impact, aligning user experience excellence with core business goals.

Matouk (*E-commerce, Luxury goods*):

- Designed and delivered Matouk’s “Made for You” landing page for desktop and mobile, aligning a personalization-highlighted user experience with business goals while preserving luxury brand aesthetics and navigating technical constraints.
- Conducted quantitative and qualitative research, including heatmap analysis, user data review, and stakeholder workshops, to identify friction points and inform UX strategies.
- Presented data-backed design recommendations to stakeholders, focusing on measurable business impact such as increased conversion rates and reduced bounce rates.
- Built a scalable Matouk design system, incorporating brand-approved typography, color palettes, reusable components, and imagery guidelines to ensure consistency and team collaboration.

Align (*AI product design, E-commerce*):

- Led end-to-end design, vision, and strategy for an AI-powered fashion ecommerce MVP in the \$89B athleisure market. Key MVP features (*Align Phase I*): AI virtual fitting and intelligent product recommendations based on user research identifying fit uncertainty, lack of representation, and poor navigation.
- Conducted discovery, ideation, and testing, creating visuals for stakeholders. Collaborated in 2-week sprints to define workflows, IA (card sorts, sitemaps, wireframes, scenarios, prototypes).
- Led competitor analysis (Lululemon, Vuori, Nike, etc.) to differentiate *Align*.
- Created information architecture (IA) and user flows for the *Align* app and website, building a scalable design system. Designed low, mid, and high-fidelity wireframes in Figma, highlighting MVP differentiators.

Juliet Sun

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- Iteratively improved prototypes based on user feedback within development sprints for MVP launch, enhancing usability, findability, clarity, navigation, consistency, and lead generation through usability testing and A/B tests.

ClassPool (*E-commerce, Education*):

- Designed a mobile app and a responsive website ClassPool with ecommerce features for parents to enroll their kids in after-school activities, paying for the service with a “mobile first” approach.
- Led competitive audit across similar websites like Hisawyer and Mommy Poppins to scope MVP and design and product differentiators, focusing on local activities for children aged 3-5 years old.
- Designed and iterated on site maps, low and high-fidelity wireframes and prototypes in Figma, establishing a comprehensive design system for *ClassPool* to improve design consistency and brand identity.
- Collaborated on UX research throughout the project, including discovery interviews with 12+ parents and caregivers to define key pain points.

Product Designer – *Nordstrom (E-commerce)*

Jun 2022 - Present

- Collaborate internationally with cross-functional teams such as merchandising, buying, image processing, IT, marketing and product to deliver improvements to the Nordstrom e-commerce site.
- Designed and improved partner processes, where digital assets are collected from external vendors for the Nordstrom e-commerce site, reducing time to upload latest digital assets to the site by 30%.
- Facilitate weekly cross-functional team meetings to come to a consensus on website product launches, website digital assets, and site usability improvements, supporting internal and external vendor processes.

Senior UX Designer – *Beam Collection Software (Fin-Tech)*

Jun 2020 - May 2024

- User application portal redesign: Collaborated with stakeholders to redesign a 20-year-old user application platform, aligning user needs with business goals through workflow analysis and pain point identification. Delivered a modern, intuitive design that revitalized the legacy system and improved the overall user experience.
- Task management UI redesign: Led the redesign of the task management component using Airflow concepts, conducting user research and usability testing

to create a more intuitive, efficient experience.

- Design system development: Built a unified visual language and reusable component library to drive consistency and efficiency across all Beam application sites.

Product Director – *Lianfa Textile (Zara, Tommy Hilfiger, Ralph Lauren, Gap, Stitchfix)*

Feb 2015 - May 2020

- Led business strategy for the US market, delivered line presentations to key stakeholders, leading a 50-person department across 9 divisions, successfully setting us apart from the competitors through brand and fashion innovation.
- Set design directions to build seasonal collections, collaborating with key international clients like Zara, H&M, Next, Brooks Brothers, Tommy Hilfiger, Calvin Klein, Ralph Lauren, Gap, Stitchfix, to develop fabrics and garments based on their brands.
- Led UX strategy, incorporating the latest style trends into sellable innovative new fashion designs that are aesthetic, sustainable, functional and affordable.
- Trained junior and senior designers through customized mentorship programs.

Education

- ❖ MBA | Pepperdine University, Los Angeles
- ❖ Bachelor of Arts | Shantou University, China

Skills:

UX Leadership Skills: Creative Design Solutions, business strategy, problem solving, mentorship.

UX Design Skills: Design systems, component design, interaction design, branding, atomic design, wireframing, prototyping, UX workflows, site maps, user scenarios, requirements gathering, responsive design. **UX Design Tools:** Jira, Trello, Figma, FigJam, Microsoft Office, Photoshop, Adobe Creative Suite.

UX Research Skills: Discovery interviews, user testing, affinity clustering, personas, user types, journey maps, process maps, service blueprints, stakeholder workshops, ideation workshops, stakeholder management, product management, project management, concept ideation, wireframing, quantitative UX research surveys, ANOVA, T- Tests. **UX Research Tools:** Jira, Trello, Figma, FigJam, Hotjar, Miro, UserTesting, Sprout, Microsoft Office, SQL, R, Python.