

• joodesign.net

I am an energetic and imaginative team player with the tenacity to tackle nuanced design challenges. With experience in free-lance and in-house settings I work well both independently and part of a team. I am keen to bring my existing skills and experience to bear in your organisation, and to learn how I can improve, to tackle the challenges your brand faces.

WORK HISTORY

UX/UI Designer LIVR LTD

May, 2023 - Feb, 2024
London, United Kingdom

I was solely in charge of creating a new website, overseeing research, UX/UI design. And maintaining communication with the development team, whilst executing design strategies, as well as creating wireframes and prototypes in alignment with the company's brand and business goals.

Additionally, I undertook the branding for the company's branch, crafted the UI/UX for a 360 Virtual tour, devised a LinkedIn marketing advertisement strategy, and redesigned the UI/UX for the company's existing product across various devices, including mobile, laptop, and VR headset.

Innovation Designer PA Consulting

March, 2022 - May, 2022
London, United Kingdom

I Led the creation and implementation of a holistic design strategy, employing journey mapping to identify gaps and opportunities in post-COVID outdoor activities.

Conceptualised, developed, and documented innovative information, interaction designs, and navigation for digital products, and utilized surveys, focus groups, and data analysis, including stakeholder maps and personas.

Designed an outdoor gym featuring AR glasses and an AI personal trainer.

UX/ UI Designer LLVISION

July, 2020 - Aug, 2021
Beijing, China

I engaged in UX/UI design, conducted research, and created infographics for the company platform, introducing new features whilst adhering to the company's branding and UI standards.

I collaborated closely with developers, product managers, and marketers in generating interactive prototypes to showcase the digital product's functionality and flow. Additionally I employed prototyping tools to evaluate and improve design concepts prior to development.

Freelance Designer JOO Design Studio

Aug, 2020 - June, 2023
Remote

I carried out UX/UI design and built two portfolio websites, conducted branding design for two separate companies, and enhanced their visual identities and online presence.

Additionally, I integrated innovative features to optimise user engagement and convey a compelling brand message.

Product Design Intern - - - - -

WELL DESIGN

Dec, 2019 - Feb, 2020

Beijing, China

Collaborated with the design team to create sketches, renderings, and 3D models for a new product line.

Researched materials and manufacturing processes, ensuring functional and aesthetically pleasing designs. Identified and resolved design flaws early on, contributing to high-quality products that upheld the company's reputation for excellence.

EDUCATION

MSc. Design Innovation - - - - -

Loughborough University

Sep, 2021 - Sep, 2022

London, United Kingdom

Modules: Design Thinking / Design Research / Design Futures / Design & Identity / Strategy & Market Analysis / Design for Experiences / Service Design Strategy.

Dissertation: How might the methods of users update when designing UX (User Experience) for AR (Augmented Reality)

BSc. Industrial Design - - - - -

Northeast Petroleum University

Sep, 2016 - Sep, 2020

Daqing, China

Modules: Design Theory & History / Drawing and Sketching / Design Communication / Materials and Manufacturing / Human Factors and Ergonomics / Design Research Methods / CAD and Digital Tools / Design Studio / Sustainability and Design Ethics / Design Management and Entrepreneurship / Human-Computer Interaction (HCI) / Model Making and Prototyping.

Graduate project: Innovative Aroma Diffuser Product Design

VOLUNTEER

London Design Festival - - - - -

Volunteer

Sep, 2022

London, United Kingdom

During London Design Festival, I provide assistance during festival activities, interact with visitors at events, and help oversee our exhibitions and Global Design Forum talks.

Xiao Ming Run Children's Autism Rehabilitation Training Center. - - - - -

Volunteer

Dec, 2019

Beijing, China

I assisted Autistic children in their daily routines, fostering social interactions through structured activities, providing educational support in various subjects and skills, organizing recreational activities tailored to individual interests, collaborating with therapists for therapeutic interventions, addressing behavioral challenges in coordination with professionals, facilitating communication using methods like visual aids, and extending assistance to the families of autistic children by providing resources and information to better navigate and cope with the unique challenges they may encounter.

SOFTWARES

Graphic

Adobe
Photoshop
Adobe
Illustrator
Adobe XD
Figma
Sketch
Adobe
Lightroom
Adobe InDesign

Hardware/ 3D

Cinema 4D
3Ds MAX
Rhino 3D
Solidworks
Keyshot
Blender

AWARDS

A' design Award

Anibo - design for AUTISM

June, 2020
Como, Italy

Red Star Design Award

Anibo - design for AUTISM

May, 2021
Beijing, China

LANGUAGES

English
Korean
Mandarin