

WORK EXPERIENCE

Meta | Menlo Park, CA (March 2020–Present)

Sr. Product Designer**Facebook Marketplace: System-level Product Strategy** (2025–Present)

- Lead design strategy and execution for Marketplace Search, partnering with the Facebook Global Search team to build AI-powered search experiences.
- Designed and launched the first-ever AI feature on Marketplace: product insights, making buying easier and more informative.
- Leveraged AI tool to accelerate innovation, prototyping, and iteration, directly shipping code to production.
- Drove cross-app Growth strategy across Facebook, Instagram, and Messenger.
- Led Product Details Page (PDP) unification and simplification across 5 PDP types, 40+ experiments, 7 product teams.

Facebook Profile, Foundation: Building Horizontal Muscle (2023–2024)

- Designed Creator and Business Profile to achieve 100% migration, \$660M in revenue.
- Led profile consistency initiative across 2 major professional profile types: audited 98+ screens, identified 11 simplification opportunities.
- Launched Facebook Design Playbook with 54 resources, scaling best practices to org-wide. Achieved 4x engagement vs. standard wiki pages.

Facebook Monetization, Creators: Proving Product Craft (2020–2022)

- Sole Android designer who helped launch Live Audio Rooms (Facebook's social audio product) to all US users in 2021.
- Drove the vision of Creator content creation flow and established design principles.
- Collaborated with Instagram on Branded Content features: contributed 65% of the org goal metric.

Uber | Uber Freight - Mobile App&Ops Tool (June 2017–March 2020)

Product Designer

- Led 0 to 1 design on top business priorities, including a website experience that unlocked carriers booking channel.
- Designed dashboard to build a functional Ops tool for Account Manager, Carrier Sales, Load Tracking teams to use day to day.
- Facilitated design sprints and workshops, developed personas, journey map, wireframes, prototypes, and testing designs with users.
- Shipped in-app features with PM, UXR, data scientist and engineering.

Simcoach Games | Pittsburgh–Pennsylvania (May–Aug 2015)

UI/UX Design Intern

- Launched a streamlined employment soft skills training app for young adults.
- Transferred a museum kiosk experience into mobile interactive design.

China Central Television (CCTV) | Beijing–China (July–Aug 2013)

Assistant Director

- Assisted in visualizing and defining the style and structure of the program.

EDUCATION

Carnegie Mellon University

Master–(May 2016)

Entertainment Technology Center

Academy of Art University

Master–Dec 2017

Web Design and New Media

Communication University of China

Bachelor–June 2014

Digital Media Technology

SKILLS

UX and Design

Mobile Design, Website Design, Visual Design, Motion Design, Game Design, Wireframe, Prototype, Illustration, Branding, Print Design

AI Tools and Softwares

Figma, Claude Code, Cursor, VS Code, Manus, Origami, Illustrator, InDesign, Maya, After Effects, Premiere

Technologies

HTML, CSS, Javascript, C++