



Growth-Focused Product Designer & Marketing Strategist Data-driven designer with a track record of scaling EdTech products in fast-paced startups, including growing a user base from 0 to 30k+ in one year. Expert in leveraging user psychology, monetization flow optimization, and community building to drive conversion. Currently specializing in Education and Finance.

EDUCATION

Carnegie Mellon University Master of Entertainment technology | 2022 - 2024
University of California, Davis Bachelor of Design, Minor in Computer Science, Communication | 2018 - 2022

JOB EXPERIENCES

KidCo AI-KID Device | Growth & Product Marketing Consultant Los Altos, USA | Jan 2026 - Mar 2026

- Managed end-to-end email marketing operations on Klaviyo, including weekly campaign execution and custom template design
- Built and launched multiple landing pages using AI tooling (Lovable), supporting multi-variant advertising funnel tests
- Collaborated with Head of Growth Marketing to design, test, and optimize multi-channel acquisition funnels
- Conducted in-depth product walkthroughs to generate redesign concepts, then validated ideas through AI-powered demo testing before implementation

Lucens AI-MathSolver | Founding Growth & Product Designer San Jose, USA | Aug 2024 - Aug 2025

- Spearheaded the end-to-end redesign of the Mathsolver web platform, contributing to a growth of 30k+ users within 12 months.
- Optimized monetization and subscription flows, directly impacting revenue growth through seamless payment experiences.
- Partnered with the Marketing team to launch high-conversion features such as Video Solving and Daily Study Plans.

Associate Student UC Davis-Aggie Reuse Store | Design Lead Davis, USA | Sep 2020 - June 2022

- Built a comprehensive design system and visual identity for a key Associated Students of UC Davis (ASUCD) unit, ensuring brand consistency across all campus outreach and digital platforms.
- Promoted to Design Lead (Jan 2022); facilitated weekly sprint meetings to align design goals with broader campus environmental initiatives and mentored a team of student designers on professional workflows.
- Iterated on design assets based on student feedback and store performance data, contributing to the store's mission of reducing waste.

Narwhal Smart Home | User Researcher Shenzhen, China | Mar 2021 - May 2021

- Conducted in-depth, "Think-Aloud" interviews with 10+ target users to identify core emotional drivers and purchasing motivations for high-end smart home appliances.
- Provided cultural and contextual insights into the Smart Cat Litter Box market to align global product strategies with local consumer expectations.
- Generated 10 research reports that visualized qualitative data, identifying friction points that led to the iteration of 3 core product functionalities.

Tencent-GameLoop Platform | Content Operator Shenzhen, China | Aug 2019 - Sep 2019

- Improved the GameLoop Facebook fanbase from 2,300 to 10,000+ members in two months.
- Increased user engagement rates from 12% to 43% through targeted content operations.
- Conducted market profiling for the Indonesian region to design high-impact overseas advertisement events.

PROJECTS

AR Mixtory | Experience Designer Carnegie Mellon University | 2024

- Architected a Mixed Reality (MR) game for the ARENA platform, specifically designed to drive engagement among students aged 6–15.
- Transformed historical data into a collaborative "historical investigation" experience, setting the benchmark for the platform's future educational content.

SKILLS & CERTIFICATES

- **SKILLS:**
 - JavaScript, Figma, Adobe Illustrator, Market Profiling, User Interviews, Adobe After Effects, Mandarin, Adobe Photoshop, Framer, Future Day Trading, Vibe Coding
- **CERTIFICATES:**
 - Certificate of Meta Social Media Marketing Professional (In Progress)
 - IBM AI Product Manager Professional Certificate (In Progress)