

ABOUT ME

I design human-centered systems that support people over time with trust, clarity, and care. With six years of product design experience, I currently lead GenAI experience design at Amazon, specializing in complex systems and ethical human-technology interaction. I'm motivated to apply this expertise to healthcare technology, where thoughtful design can meaningfully improve lives.

WORK EXPERIENCE

Product Designer II *Amazon / New York, NY* **Apr 2022 - Present**

Design lead for AI image generation experiences, focused on building trust, clarity, and user agency in human-AI interaction across high-stakes user journeys.

- Scaled the AI Image Generator, designing transparent, controllable AI workflows with Product, Science, and Engineering. Grew adoption from 2.5K to 46K (+1,880%) and monthly AI-generated ad revenue from \$828K to \$7M (+745%) in one year.
- Defined the North Star vision for AI-powered creative tools in collaboration with UX Research, grounding strategy in user mental models and trust formation.
- Designed co-creation workflows for moments of user uncertainty, establishing editing and guidance frameworks. Launched five features, reducing negative feedback by 15% and increasing image usage by 20%.
- Led AI transparency and disclosure patterns across global regions in partnership with Legal and Content.
- Created a personalized recommendation framework grounded in business and end-user value (B2B2C model), increasing adoption by 31%.
- Established user-centered practices (user testing frameworks, cross-functional workshops) and improved design-engineering handoff mechanism.
- Mentored junior designers with an emphasis on empathy and trust building.

Product Designer *MakeSpace / New York, NY* **Jan 2020 - Feb 2022**

Sole Product Designer at a fast-growing startup, leading 0→1 service design and experience improvements across digital and physical touchpoints within a complex, multi-stakeholder service system.

- Mapped end-to-end user journeys in close collaboration with Customer Support, Sales, and Marketing, identifying breakdowns across digital and in-person experiences.
- Redesigned high-stress claims workflows, identifying moments of distress and vulnerability and improving clarity, expectations, and user reassurance; reduced support tickets by 31%.
- Led 0→1 service innovation, designing self-service and support experiences across web, mobile, and operational workflows, increasing booking rates by 48% while reducing reliance on customer support.
- Designed for multiple user profiles—customers, support agents, movers, and warehouse teams—balancing operational efficiency with user care.
- Conducted qualitative research (10+ studies, 30+ participants) to surface moments of confusion, distress, and trust erosion, translating insights into actionable improvements.
- Ran 8 rapid experiments to improve conversion across key touchpoints; 3 advanced to A/B testing, contributing to a 69% increase in conversion rate.

Product Design Intern

Braze | New York, NY

Jul 2019 - Sep 2019

- Designed SaaS B2B workflows, led design thinking workshops, conducted usability testing, and contributed to design system development within a complex product ecosystem.

OTHER EXPERIENCE

Volunteer Crisis Counselor

Crisis Text Line | Remote

Aug 2024 - Nov 2024

Provided real-time crisis support through active listening, empathy-driven intervention, and structured decision-making in high-stress, emotionally vulnerable situations.

Founder & Designer

Mental Health App (Self-Started) | New York, NY

Dec 2021 - Mar 2022

Led the 0→1 creation of a mindfulness app exploring playful pathways to presence and emotional awareness; project recognized with a UX Design Award (2022).

Design Mentor

ADPList | Remote

May 2021 - Mar 2022

Mentored 30+ designers and led 4 group sessions on product strategy, leadership, and career development, helping designers navigate complex career decisions and growth paths.

EDUCATION

Interdisciplinary background spanning systems design, human behavior, and product innovation.

Bachelor of Science, Psychology	Central China Normal University
Master of Architecture	University of California, Berkeley
Bachelor of Architecture	Huazhong University of Sci. & Tech.
Certificate in New Media Design	University of California, Berkeley