



Languages

Mandarin Chinese

Native proficiency

English

Advanced proficiency - CEFR C1
IELTS band score - 8.0

French

Advanced proficiency - CEFR C1
Assessed by TCF Canada

Skills

Design

User Experience Design,
Graphic Design,
Type Design,
Infographic Design,
Branding Design,
Web Design

My design workflow involves Figma, Sketch, ProtoPie, Glyphs and Adobe CC, and a heavy focus is put on typography and cross-cultural multilingual design.

Development

Web Development

Familiar with HTML5, CSS, JavaScript, and fully capable of website design, development and maintenance.

Education

Fudan University

June 2020
Bachelor of Medicine

Experience

User Experience Designer

REDnote · 小红书

07/2020 – 05/2024

Shanghai, China

During my 4-year tenure at REDnote, China's leading mobile app for lifestyle, my responsibilities involve multidisciplinary and multimedia design, including:

1. UX Design Lead of the group chat product line, overseeing design guidelines and frameworks, QoL, and innovative features such as Group AI and Check-in
2. Led the design overhaul of REDnote's global website, created high-fidelity interactive prototypes using HTML, CSS, and JavaScript
3. Served as a core member of the design guidelines team, ensuring design coherence across the platform, and designed an in-house numeral typeface to establish platform identity through typography
4. Acted as a multilingual proofreader for in-house events and UX writing

Designer, International Marketing Director

imink for Splatoon 2

10/2020 – 08/2022

Remote

imink is a free third-party game companion app on the App Store, for the Nintendo Switch title Splatoon 2, created from zero by a four-member team. Within one year after the release, the app received more than 35,000 downloads globally and rated 4.4 of 5 on the App Store, with over 60% of users from int'l markets. As a founding member of the team, my responsibilities include:

1. Responsible for user interface and experience design of imink app
2. Designed a custom Chinese typeface, matching the original style of Japanese and Latin counterparts
3. Responsible for marketing campaigns on social media, UX writing and copywriting with a heavy focus on a coherent tone in different markets
4. Coordinated with copywriting partners in Hong Kong, Taiwan, Japan and Korea to ensure a high-quality international release for all target markets

Designer, Developer

3type

12/2017 – 06/2020

Shanghai, China

3type is a interdisciplinary and cross-cultural type foundry based in China. As designer, I designed typefaces for both general customers and business clients:

1. Sonnet Sans, a corporate font family featuring two styles, custom-designed for Meican, a leading digital corporate catering platform based in China
2. Ryan Serif, a modern slab serif typeface, available on Hanyi Fonts platform

I also worked as a full-stack developer at 3type, developing web and iOS apps:

1. 3type.cn website 2.0, fully responsive, self-designed and self-developed
2. Aksara, an iOS app for learning Indic scripts

Design Lead

99° Press · 九十九度杂志社

10/2015 – 12/2017

Fudan University, Shanghai, China

99° Press is a student-organized independent press in Fudan University, I started to lead the design team since Aug 2016:

1. Created graphic arts including infographics, posters, cover arts, for both digital contents on WeChat and print
2. In-house 29-page Guidelines for Chinese Text Layout and the Composition of Chinese and Western Mixed Text
3. 99°'s Graduation Checklist 2017, the press' first HTML5 web app



知识技能

跨多领域的设计

App 人机界面设计
网页设计
字体设计
平面设计
数据可视化设计
品牌形象设计

我的工作流覆盖 Figma、Sketch、ProtoPie、Glyphs 及 Adobe CC 套件，我尤其注重字体排印、细节控制及跨文化语种的在地适配

开发编程

Web 前端开发
字体软件开发

熟练掌握 HTML5、CSS、JavaScript 和其他前端框架，可独立完成网站设计、开发与维护

语言能力

汉语普通话 Mandarin

母语水平

英语 English

可作为工作语言，CEFR 高级 C1
IELTS: 8.0

法语 Français

可作为工作语言，CEFR 高级 C1
经 TCF Canada 评定

教育背景

复旦大学

2020 年 6 月

临床医学（五年制）医学学士学位

工作经历

用户体验设计师

小红书

2020/07 – 2024/05

中国上海

在小红书体验设计部的四年工作中，我作为用户体验设计师，接手了小红书 app 的各个业务模块，其中核心职能包括：

- 小红书群聊功能 UX 设计负责人，覆盖群聊架构规范、基础体验、社群分发，以及群 AI、群打卡、共享收藏夹等社交创新功能的设计
- 领导 小红书国际版网站 的重设计，作为项目唯一的体验设计师完成从构思到落地的全过程，并使用前端开发了高保真的交互原型
- 作为设计规范团队创始核心成员，搭建并负责迭代小红书内部体验设计规范，确保站内设计统一和谐；并设计了品牌数字字体 RED Number，通过字体辅助形象透传
- 多语言 UI 文案与部分活动文案的撰写与校对

设计师、文案撰写、市场传播运营

imink for Splatoon 2

2020/10 – 2022/08

远程项目

imink app 是一款专为 Nintendo Switch 游戏《Splatoon 2》设计的游戏伴侣 app。imink 由四位核心成员组成的远程团队从零打造，于 2021 年 3 月在 App Store 上线。在上线后的一年内，imink app 在全球收获了 35,000 余次下载，其中超过 60% 的用户为中国大陆之外的全球玩家，并在 App Store 获得了 4.4 分的好评。作为团队的创始成员，我的职责包括：

- imink app 的人机界面与用户体验设计
- 中文字体定制设计，根据西文与日文字体进行风格延伸，用于 app 内嵌入显示
- Twitter、微博 等社交媒体运营与 UI 文案撰写，根据全球不同市场的文化习惯、不同社交平台的传播形式定制文案与宣传图片，及发布 媒体文章
- 与香港、台湾、日本、韩国等不同地区的文案伙伴进行联络合作，确保面向全球市场高质量的本地化上线质量

字体设计师、网页设计师、前端开发

3type · 三言

2017/12 – 2020/06

中国上海

3type 是一家跨学科、跨文化的国际化字体公司，积极推动创新概念的中文字体开发、中外企业字体咨询与定制，以及多文种字体设计教育。作为字体设计师，我在设计大众市场字体的同时，也为企业客户定制字体：

- Sonnet Sans，为美餐公司定制的企业形象字体家族，包含标题和正文两种风格
- Ryan Serif，一款现代的 slab serif 风格字体，也是我独立设计的首款的西文字体，现可于汉仪字库的字由平台 订阅获取授权

在 3type，我同时从事全栈开发工作。负责包括网站和 iOS app 在内的开发和调试：

- 3type.cn 网站 2.0 版重制，包括全新体验和响应式设计，均由个人独立设计与开发
- Aksara，一款面向 iOS 的印度文字学习 app

设计部门负责人

九十九度杂志社

2015/10 – 2017/12

复旦大学, 中国上海

九十九度杂志社是复旦大学内的独立学生媒体，传播方式横跨纸质杂志与数字媒介。我自 2016 年 8 月起担任设计部门的主任：

- 设计面向印刷和屏幕的包括海报、配图以及数据可视化在内的 各类平面视觉设计，用于新闻稿件、特别策划和活动宣传中
- 整理编写了一本面向杂志社内的完备的《九十九度中西文排版规范》，通过 29 页、28 章节的详尽规则对排版实践进行普及与规范
- 九十九度 2017 毕业清单，这是杂志社在 HTML5 web app 领域的首次尝试