



Product Designer

As a product designer, I focus on crafting human-centered designs that combine emotional depth with functional purpose. My work brings warmth and meaning to everyday moments, turning ordinary experiences into beautiful connections.

WORK EXPERIENCE

Ogilvy

2025.05 – 2025.08

Planning Department Design Intern

- Collaborated closely with clients to understand their brand vision and marketing goals, translating insights into creative advertising strategies
- Developed design concepts and campaign proposals that aligned with client requirements while maintaining strong visual impact and brand consistency
- Conducted audience research and competitive analysis to identify key motivators that encourage consumers to choose our product over competitors

KAIYUAN Securities
Co.

2024.05 – 2024.08

Private Fund Intern

- Researched core investment models to support client communication
- Helped create educational materials to improve client engagement
- Shared client insights with product and research teams for feedback

DaiHu Coffee Shop

2021.09 – 2021.12

Barista Trainee

- Helped calibrate coffee machines daily to keep drinks consistent and high-quality
- Assisted in creating and testing new drink recipes based on customer feedback
- Earned an SCA Barista Certification, showing strong learning and problem-solving skills

EDUCATION

Major: Product Design

ArtCenter College of Design, Pasadena, Ca, Us

2023.01 – 2026

SKILLS

MC Office
Adobe Software
SolidWorks
Porcreate
Keyshot

LANGUAGE

Chinese
English
Japaness

CONTACT

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