

With my hybrid background in computer engineering, design and business, I am capable of understanding, leveraging user stories to business, and I always have the passion to use my creativity to solve unusual problems and deliver uncommon digital products to improve the customer experience in the healthcare industry.

EXPERIENCE

- **Customer Experience Lead, F.Hoffmann La-Roche AG**
CX Management, Diagnostics Division, Basel, Switzerland *Jul. 2021 ~ Present*
 - Drive and steer Customer Experience initiatives together with multi-disciplinary teams to ensure that the product is focused on an improved customer experience at all times
 - Work closely together with the regions, affiliates, global functions as well as customers to develop digital solutions and CX enablement tools
 - Ensure strong alignment with internal value stream leaders to match the internal Roche processes
 - Engage with stakeholders on all levels and across the organization
- **Customer Experience Product Owner, F.Hoffmann La-Roche AG**
DIA Digital Transformation Office, Basel, Switzerland *Jun. 2020 ~ Jun.2021*
 - Analyzed customer journeys, identify areas for improvement and developed state-of-the-art digital solutions for lab customers
 - Incubated business ideas, lead the product design and development of a customer-facing digital solution and over time handed the solution over to a business function
 - Responsible to build the business plan, strategies and roadmaps; to develop and support the rollout of a digital solution that provides an improved customer experience
 - Worked in SCRUM with a multi-disciplinary team, independently owned the interaction with all involved parties such as Global Functions and Regions/Affiliates
- **Experience Designer, Royal Philips**
Philips Design, Eindhoven, The Netherlands *May. 2019 ~ May.2020*
 - Dived into business needs, technical and product requirements in the healthcare domain, and translated that understanding into user-focused digital solutions
 - Creation of experience journey maps, user scenarios, mockups and prototypes, and developed specifications as a UX/UI designer
 - Validated design ideas and mockups with stakeholders and end-users together from UX and usability perspective
 - Involved in the product development, worked together with a global multi-functional team in SAFe agile, committed for the next release with a fast-paced environment
- **UX/UI Design Intern, Volkswagen AG**
Smart Mobility & Transport, Berlin, Germany *Oct. 2018 ~ Mar.2019*
 - Mastered the persona profile, customer journey map, user flow of the digital product as the only UX designer in team
 - Built up the UI library kit, iterated UX/UI design, conducted wireframe and mockups for the user testing, redesigned and implemented the product landing page
 - Worked in SCRUM with a cross functional team in a start-up environment
 - The project got funded € 11,000,000 from the Board Committee of Volkswagen Digital Transformation by Feb. of 2019
- **Informatic Innovation Intern, F.Hoffmann La-Roche AG**
Finance, Diagnostics IT, Basel, Switzerland *Nov. 2017 ~ Apr.2018*
 - Contributed to key projects (SAP, personalized healthcare) as a UX consultant, analyzed business requirements, designed concepts, and wireframes, etc.
 - Researched and designed the UCD curriculum through interviews with SMEs, questionnaires, drove cross-team knowledge building agenda on usability
 - Created and facilitated in-house Design Sprint workshops

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Software Development, Co-founder, Transmetics

Paris, France

Sept. 2015 ~ May.2016

Transmetics is a mobile APP that can help foreigners to buy suitable cosmetics in France. The product was invited into the Startup accelerator programme funded by Galeries Lafayette in 2016.

EDUCATION

Master of Science in Human Computer Interaction and Design (HCID)

Double Degree

Technische Universität Berlin, Germany

2016 ~ 2018

Université Paris-Saclay, France

2015 ~ 2016

Minor in Innovation and Entrepreneurship

EIT Digital Master School

2015 ~ 2018

🎓 EIT Digital Merit scholarship 2015/2017

Bachelor of Engineering in Network Engineering

Dalian Maritime University, China

2011 ~ 2015

SKILLS

EXTENDED TRAINING	TOOL / PLATFORM	PRORAMMING
SCRUM	JIRA / Confluence	HTML / CSS / JavaScript
SCRUM Product Owner	Miscrosoft TFS	Bootstrap / Node.js
Design Thinking	Google Analysis / Quatrix	Matlab / R
SAFe	Tableau / SPSS	Arduino / Processing
Customer Experience Master	Sketch / Figma / Adobe Suite	SQL Server / MySQL
	Miro / InVision	
	Principle / Flinto / Zeplin	
	Balsamiq / OmniGraffle	
	Unity	

LANGUAGES

Chinese: Native
English: Business Fluent
German: Beginner

INTERESTS

Swimming
Horseback riding
Bowling
Music