

A cross-disciplinary producer, with a business value-driven mindset and a belief in the power of *creativity* :)

Education

Simon Fraser University

Sept 2023 - Dec 2024

Master of Science in Interactive Arts & Technology

Thesis: "Seamless Transitions: 2D and 3D Virtual Reality Interaction Techniques with Better Usability"

Carleton University

Sept 2019 - May 2023

Bachelor of Media Production and Design (With Distinction)

Deans' Honour List

Experience

Freelance

Freelance Web Developer

2024-2025

- Designed and developed multiple eCommerce websites, integrating secure payment processing, inventory management, and SEO optimization to maximize conversion rates.
- Worked closely with clients to define product requirements, optimize UX/UI, and improve site performance through A/B testing and analytics tracking.

SFU

Teaching Assistant

2023 - 2024

- Led four lab sessions for 60+ students, providing feedback on mobile design projects, wireframing, and interaction design.
- Organized a university-wide exhibition, showcasing student projects while guiding iterative processes and peer reviews.

Researcher, VVISE Lab

2023 - 2024

- Developed hybrid interaction techniques combining mouse input with VR environments and implemented a system in Unreal Engine to evaluate novel interaction patterns.
- Conducted two large-scale user studies (40+ participants), demonstrating improved precision and higher user preference over traditional VR controllers.
- Analyzed data trends and user behavior to refine interaction techniques, aligning research outcomes with HCI principles.

Unity Technologies

Product Designer &

2021 - 2023

Digital Marketing Intern

- Led UX/UI redesign of Unity Connect mobile app and Unity China website, improving engagement metrics by 87% through user-centered design.
- Leveraged data analytics and customer insights to optimize interface designs and enhance user experiences.
- Managed multiple social media accounts and produced performance reports tracking traffic across digital marketing channels.
- Organized community events, including China Joy, Asia's largest gaming exhibition.

Carleton University

Web Designer & Developer

2021 - 2023

- Designed and developed three university websites (Sumac Magazine, BMPD Storytellers, and PROTOHYVE).
- Built engaging digital storytelling experiences while ensuring scalability, accessibility, and mobile responsiveness.

Blue Focus

Account Executive Intern

2020

- Executed digital campaigns for Starbucks and Dyson, supporting research insights, campaign planning, video production, and influencer marketing.
- Contributed to Starbucks' Lee's GoodGood Campaign, achieving 77.3 million TikTok views through content development and partnerships.