

PROFESSIONAL SUMMARY

A senior experience strategy and service design professional with **8+ years of experience** across BCG, Capgemini and ChinaBridge, working on **complex enterprise and B2B transformation initiatives**. Skilled at translating user and market insights, emerging technologies and business priorities into growth opportunities, clear value propositions, end-to-end service concepts and decision-ready narratives. Experienced in **leading cross-functional workshops, aligning senior stakeholders**, and **shaping AI-enabled workflow & products** from opportunity discovery through PoC validation. Strong background in **manufacturing, enterprise digital products** and **executive storytelling**.

CORE COMPETENCIES – BIZ x AI x UX

- Experience strategy & service design
- User and market research, journey mapping & service blueprinting
- Opportunity framing, value proposition & business case design
- Executive storytelling, workshop facilitation & stakeholder alignment
- Enterprise AI adoption, human–AI workflow design & PoC validation
- B2B, manufacturing & enterprise transformation

SELECTED PROJECTS

AI-enabled Manufacturing Experience Strategy & Copilot PoC | Leading EMS

UX Lead

2024

- Identified and prioritized high-value AI use cases across process tuning, production scheduling, equipment diagnostics and knowledge reuse by balancing user needs, business impact, data readiness and technical feasibility.
- Mapped end-to-end manufacturing workflows and co-created explainable human–AI decision journeys with production, IT, data and engineering stakeholders.
- Translated complex AI capabilities into an executive-ready PoC narrative and interactive prototype, supporting pilot approval and reducing decision cycles by approximately 30%.

AI Presentation Workflow & Design Briefing Agent | Leading Consulting Firm

Product Lead

2026

- Identified recurring bottlenecks in presentation briefing, layout decisions, screenshot reconstruction and quality assurance through interviews with consulting and design stakeholders
- Defined and prototyped an AI-enabled workflow that converts fragmented source materials into structured, editable presentations while retaining human control over high-value pages
- Developed the product concept, service model and PoC roadmap, positioning the solution as a scalable way to improve design capacity and delivery consistency

AI-Powered Cross-Border Hiring & Compliance Platform | Venture-backed AI startup

UX Lead

2025

- Reframed compliance screening and hiring efficiency into an integrated business and user value proposition for cross-border recruitment
- Designed explainable recommendation and risk-review journeys, aligning founders, HR leaders and compliance stakeholders around a shared PoC scope
- Supported PoC approval and strategic positioning of the solution, with a projected 25% reduction in the end-to-end recruitment cycle

PROFESSIONAL EXPERIENCE

Senior Digital & UX Designer | Boston Consulting Group

Strategic Consulting

Shanghai, China | Aug 2022–Present

- Led experience strategy and product design across enterprise AI and digital transformation initiatives for Fortune 500 clients in manufacturing, financial services and insurance
- Translated user research, business priorities and technical capabilities into value propositions, service concepts, product roadmaps and executive-level narratives
- Facilitated cross-functional alignment across business, product, IT, data, legal and compliance teams, helping teams move from ambiguous opportunities to decision-ready PoCs.
- Designed explainable and adoption-focused AI workflows that balanced user value, operational feasibility and governance requirements

Senior Digital Product Manager II (Promoted in 18 months) | Capgemini

IT Consulting

Shanghai, China | Oct 2020–Jul 2022

- Led product discovery and end-to-end delivery for four multi-market enterprise digital products across real estate, automotive, retail and pharmaceuticals.
- Synthesized user research, business requirements and market considerations into product strategies, service journeys, roadmaps and prioritized release plans.
- Coordinated business, design, technology and delivery teams across regions, improving delivery predictability and accelerating iterative product development.
- Supported digital transformation pursuits through value propositions, product concepts and executive-level presentations; contributed to two successful client engagements.

UX & Service Design Strategist – Change / CBi ChinaBridge

Service Design

Shanghai, China | Aug 2019–Sep 2020

- Designed enterprise and B2B innovation concepts through user research, journey mapping, service blueprinting and prototype-led validation.
- Synthesized customer, market and stakeholder insights into clearly defined opportunity areas, experience principles and value propositions.
- Facilitated co-creation workshops that aligned commercial, operational and technology stakeholders around shared product and service concepts.

PROFESSIONAL SKILLS

EXPERIENCE STRATEGY & SERVICE DESIGN

User research, market and competitive analysis, journey mapping, service blueprinting, value proposition design and workshop facilitation

ENTERPRISE AI & PRODUCT STRATEGY

Use-case prioritization, AI adoption planning, PoC-to-MVP roadmaps, success metrics, explainable AI, human–AI collaboration and governance considerations

STORYTELLING & STAKEHOLDER COMMUNICATION

Executive storytelling, presentation design, stakeholder alignment, complex systems visualization and strategic recommendations

DESIGN & COLLABORATION TOOLS

Figma, Miro, Adobe Creative Suite, PowerPoint and Keynote

LANGUAGES

English – Fluent

Mandarin Chinese – Native

CERTIFICATIONS

- NVIDIA-Certified Associate: Generative AI LLMs – NVIDIA
- Microsoft Certified: Azure AI Fundamentals (AI-900) – Microsoft
- GenAI: Fluency at Work – Boston Consulting Group

EDUCATION

California College of The Arts

Bachelor's in Industrial Design | Minor in Interaction Design

San Francisco, USA | Aug 2013–May 2017