

## Skills

### Technical

#### Augmented & Virtual Reality

Unity3D, EffectHouse, LensStudio, Unreal

#### Creative Coding

Javascript, C#, Java

#### Computer Graphics

GLSL, WebGL

#### Design

Sketch, Figma, PhotoShop, Illustrator, Premiere Pro, AfterEffect

### Product Management

#### Strategy & Design

Roadmap Planning, Feature Design, Interaction Design, SOP Design

#### Leadership & Collaboration

Stakeholder Management, Public speaking, Education & Training, Cross-team Communication

#### Data-Driven Decision Making

Metrics Design & Analysis, Performance Reporting, Competitive Analysis

## Experiences

### Bytedance

Jan 2021 - Present

#### Technical Product Manager / Senior Interactive Engineer

- Led roadmap planning, development, and daily operations for the Effect House Template Team; established standardized development workflows and leveraged performance metrics to deliver 20–25 high-quality templates per quarter (120+ total) with an average 40%+ conversion rate.
- Co-produced 50+ educational videos and organized regular YouTube live sessions to drive education and platform promotion; scaled the Effect House community to 400k+ Discord members and 64k YouTube subscribers.
- Contributing to the development and delivery of core Effect House tools, including the AIGE tool and Material Graph, focusing on feature design and development while collaborating on strategy, success metrics and evaluation benchmarks.

### Havas Worldwide

June 2017 - Dec 2020

#### Creative Technologist

- Developed cutting-edge interactive experiences from ideation to final product delivery for brands including Adidas, Hugo Boss, Santander, Hershey, and IBM.
- Specialized in AR, VR, WebGL creative websites, social media campaigns, and interactive installations.
- Notably, the AR project "In Someone Else's Shoes" won the 2019 Webby Award.

### Parsons School of Design - The New School

Jan 2019 - May 2019

#### Adjunct Faculty

Taught the "Warping Reality" course during the Spring 2019 semester, bridging the design and development of AR applications. Instructed students on developing AR experiences using Unity Engine and software kits like Vuforia, ARKit, and ARCore.

### OUTPUT

Dec 2018 - Jan 2019

#### Creative Technologist (Freelancer)

Served as the key creative technologist for the interactive digital installation "Gu Gong Guo Da Nian" at the Beijing Palace Museum, celebrating the 2019 Chinese Lunar New Year.

## Education

### New York University - M.P.S

Sep 2015 - May 2017

Interactive Telecommunications Program, awarded Red Burns Scholarship

### Southeast University - B.Eng.

Sep 2009 - Jun 2013

Biomedical Engineering, honored Outstanding Graduate