

EDUCATION

- **University of Technology Sydney** Sydney, Australia
Interaction Design; Academic Excellence International Scholarship (30% Tuition Fees Off) July 2025 - Present
- **Parsons School of Design** New York, USA
Design and Technology—Master of Fine Art; GPA: 3.64/4.0 Aug 2018 - Jun 2020
Thesis: "My friends are my power station": A poetic installation about loneliness in big cities.
Honors and Awards: 20% Dean's Scholarship
- **Donghua University** Shanghai, China
Industrial Design—Bachelor of Engineering; GPA: 3.82/4.0 Sep 2014 - Jun 2018
Honors and Awards: Outstanding graduates, Donghua University - 2018 • Outstanding Student Scholarship, Donghua University - 2017 • National Scholarship, Ministry of Education - 2016 • First Prize of Tianji Social Scholarship, Excellent Learning Award - 2015

SKILLS SUMMARY

- **Expertise:** AI Experience Design, UI/UX, Design Systems, Service Design, Workflow Optimization, Conversational UX, Rapid Prototyping, Information Architecture, Cross-market Localization, User Research, Stakeholder Alignment
- **Tools:** Figma, Claude Code, Cursor, Codex, Sketch, Adobe Suite, Miro, Python, React, Node.js, HTML/CSS

PROFESSIONAL EXPERIENCE

- **Independent AI Design Practice** Sydney, Australia
Design Engineer (Independent) Feb 2025 - Present
Exploring AI-native design workflows by building functional products with LLM-powered tools (Claude Code, Cursor, Codex). Designed and shipped an AI-powered portfolio assistant, treating LLM as a reasoning component within a structured interaction system rather than a chatbot backend. Investigating how to structure explainable AI outputs and orchestrate intelligence across interface and system layers.
- **Independent Content Creator — 250K Followers** Remote
Content Strategist (Part-time) May 2021 - Present
Built and grew a content platform to 250K followers through data-driven growth strategy, audience segmentation, and conversion funnel design. Managed brand partnerships (Adidas, Uniqlo, Vans) generating \$100K+ revenue. Launched personal brand Normwear, owning end-to-end product and go-to-market experience.
- **Bytedance, Local Life** Shanghai, China
User Experience Designer (Full-time) Dec 2022 - Sep 2023
 - **Food Delivery Web & App:** Designed the commodity and order management features, enhancing overall functionality.
 - **Strategic Marketing Initiative:** Implemented a pioneering *Order First, Then Delivery* strategy, fostering customer engagement through short videos to pre-order before delivery. This innovative approach resulted in a remarkable 300% increase in order volume, surpassing benchmarks set by other food delivery platforms.
 - **Delivery-Rider Dispatch System Design:** Led a cross-functional project team to develop an advanced dispatch system, integrating AI and manual processes, overseeing on-site user testing, and implementing a comprehensive data dashboard. This strategic initiative optimized workflows, culminating in a notable 20% reduction in average delivery time.
- **Alibaba, Taobao** Hangzhou, China
User Experience Designer (Full-time) Jun 2020 - Dec 2022
 - **Solution-Oriented Merchant Chatbot:** Architected a tree-based decision information structure to streamline user interactions, effectively shortening user flow. Successfully managed a daily consultation volume of 200,000, achieving an impressive resolution rate of over 80%.
 - **Globalization Design Strategy:** Formulated a versatile design framework to tailor products for international markets, including adaptation for platforms such as AliExpress and Lazada. Successfully implemented this strategy across more than 20 countries, spanning regions including the US, Europe, and South.
- **Tik Tok (musical.ly) - Global Short Video App** Shanghai, China
Creative Designer (Intern) Jun 2017 - Aug 2018
 - **Multi-Regional Design for User Growth:** Collaborated with cross-cultural regional teams to produce design materials for over 20 localized versions, significantly contributed to Musical.ly's attainment of top rankings across various app stores.
 - **Creator Data-Feedback Template:** Engineered a digital weekly reports template to furnish content creators with insightful feedback on weekly trends and personalized data, fostering continuous improvement and informed content creation.

AI-Powered Portfolio Assistant

Mar 2026, Personal Project

Design Engineer

Designed and prototyped an AI assistant using Claude Code and Figma MCP to explore AI-native design workflows. Treated LLM not as a chatbot backend but as a reasoning component within a structured interaction system. Investigated key design questions: how to structure AI interactions beyond open-ended chat, how to design explainable AI outputs, and how to orchestrate intelligence across narrative, interface, and system layers. The process blurred the boundary between design and implementation — interaction model, UI structure, and reasoning logic evolved simultaneously. Prototype: xyhan.com/gallery/portfolio-ai-assistant

Alibaba Customer Service Workspace & AI Chatbot

Jun 2021, Alibaba

UX Designer

Designed customer service workspace and AI chatbot for Taobao, China's largest e-commerce platform, handling 200,000 daily inquiries from sellers and buyers. Built agent workspace integrating case management, knowledge base, and AI-assisted tools for platform CS team. Created customer-facing chatbot with tree-based conversational flow for self-service support. Collaborated with NLP team on tone customization and context-aware responses. **Results:** 80% resolution rate, millions saved in annual support costs. Patent filed for AI agent with personalized tone adjustment.

Re-Architecting Alibaba Help Center for Global Consistency

Feb 2022, Alibaba

UX Designer, Content Writer

Led IA redesign for Alibaba's Help Center serving millions of merchants across global marketplaces. Conducted card sorting with 16 merchants to rebuild fragmented taxonomy (3,000+ articles). Reorganized into 4 core domains with semantic tagging. Simplified navigation from 5 to 3 levels. **Results:** Resolution rate 52%→81%, search time 35%, adopted by 20+ international sites. Developed global-local design framework with multilingual guidelines for AliExpress and Lazada.

Content-Driven Food Delivery Experience

2023, Bytedance

UX Designer

Designed "Order First, Then Schedule Delivery" feature bridging content engagement and food delivery. Challenged traditional intent-based ordering by capturing impulse moments through live-stream voucher collection. Aligned 3 cross-functional systems: live content, voucher wallet, delivery flow. A/B tested conversion triggers (push, in-feed cards). **Results:** Improved post-live conversion, repeat rate, and significant GMV uplift. Framework reused for beauty and retail verticals.

Rider Dispatch and Scheduling Platform

2023, Bytedance

UX Designer

Built B2B dispatch platform replacing manual chat-based coordination. Interviewed station managers and riders to map inefficiencies. Designed 3-part architecture: Order Board (area/time), Rider View (real-time status), Smart Scheduling (AI suggestions). Command-center UI with drag-to-assign and priority tags. **Results:** Reduced dispatch time, improved rider utilization and punctuality. Scalable template for laundry, beauty, and grocery services.