

STATUS

Class of 2026

M.B.I. Service Design

Available June 2026

SERVICE DESIGN

Service Blueprinting · Journey Mapping · Stakeholder Mapping · Ecosystem Mapping · System Loop Analysis · Co-creation Facilitation

RESEARCH

Mixed-Methods Research · User Interviews · Contextual Inquiry · Usability Testing · Survey Design · Affinity Synthesis

DESIGN TOOLS

Figma · FigJam · Miro · Adobe CC · [Claude Code](#) · [Codex](#) · Claude · Gemini

LANGUAGES

English (fluent) · Mandarin (native)

AWARDS

Indigo Design Award · Silver 2026 · YaYa

IDA · Honorable Mention 2026 · YaYa

SCAD Dean's List
Multiple terms

Summary

Service designer focused on systems thinking, mixed-methods research, and translating cross-stakeholder insights into design strategy. Led research and strategy for Deloitte's Medisafe mobile product on a 17-person team. Designs multi-stakeholder service interventions across healthcare, hospitality, and retail — from ecosystem mapping to KPI-validated prototypes.

Work Experience

UX Lead · Deloitte × SCADpro

MAR 2024 – MAY 2024

Medisafe — Medicare fraud detection mobile product

- Led end-to-end UX research and strategy on a 17-person cross-functional team; conducted 30 contextual interviews and 75+ surveys, synthesized 100+ insights into 3 personas and a three-problem strategic framework
- Identified the core reframe — fraud reporting is a recognition problem, not a communication problem — anchoring final product direction; project selected for Deloitte Digital internal review

Lead Designer · Kohler × SCADpro

MAR 2026 – PRESENT

Design strategy and system architecture for Kohler IoT app

- Own brand standards, design system architecture, and cross-functional adoption process; built an automated [Claude Code](#) token pipeline establishing shared infrastructure across product, engineering, and business teams

Branding & Design Lead · Daybreak AI × SCADpro

JAN 2026 – MAR 2026

10-week brand strategy engagement for an AI startup

- Repositioned brand narrative from "software automation" to "human-led sovereignty"; delivered full brand system and presented to executive leadership for adoption

Selected Projects

Tipology — Grab-and-Go Tipping Ecosystem

WINTER 2026

Service Designer · 4-stakeholder ecosystem · KPI-validated prototype

- Mapped vendor / owner / barista / customer ecosystem via service blueprinting and system loop analysis; ran co-creation workshop and 5-participant prototype testing validating 5 KPIs ·

jinq.design/work/tipology

ChillPath — Travel Service Strategy

WINTER 2025

Solo · 4-pillar service · 24-month operational roadmap

- Designed a 4-pillar service concept (pre-arrival, on-ground, digital integration, quality assurance) for international visitors to Wuhan; built market segmentation, competitive audit, and financial model with mid-Y3 break-even

Mid-Market Fashion Retail Service Research

WINTER 2025

Solo · 60-person Prolific survey · 130 raw insights synthesized

- Conducted mixed-methods study (60-person survey, 3 contextual interviews, 2 in-store observations); synthesized 130 insights into 12 affinity clusters and 5 design opportunities; identified the fitting room as the highest-leverage conversion point

Education

M.B.I. · Service Design

2024 – AUG 2026 (EXPECTED)

Savannah College of Art and Design

B.F.A. · Interactive Design & Game Development

2020 – 2024

Savannah College of Art and Design · SCAD Entelechy Award 2023