

I turn firsthand problems into products, brands and systems that work. And I make them beautiful.

Based in Shanghai / Open to product, brand and growth roles

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Experience

Ukoala / UUB Gear

Marketing and Creative Director

Feb 2026 - Present / Full-time

+56%

total sales

+26%

orders

9.06%

conversion rate

Sales and orders: relaunch month vs the month before. Conversion: up from 1.44%, 21 days after vs 21 days before the 20 August relaunch, while recorded sessions fell 85%.

- Led the brand identity, voice and site design; built the Next.js storefront, custom Shopify backend and motion graphics.
- Built CRM, email marketing, SEO, paid-media and monitoring workflows, with agent-assisted go-to-market operations.

RE: ANALOG

Content Growth Marketer

Aug 2025 - Apr 2026 / Remote · Part-time

≈469K brand-content views across 9 YouTube uploads

- Managed YouTube, Instagram and RedNote publishing, titles, copy, scheduling and performance reviews.

Uploads published during the role; public view count as of 10 July 2026 includes later views.

Seventh Store

Social Media and Brand Operation

Oct 2024 - Jul 2025 / Full-time

19M Instagram views / 4.86M reach / 170K clicks

- Owned planning, moodboards, copy, publishing and reporting across 84 Instagram posts over 10 months.
- Appeared in lookbooks and campaigns, assisted creative direction, and supported seasonal production and Paris pop-up/showroom operations.

HOUSE OF ERRORS

Social Media and Community Operation

Jun 2022 - Jul 2023 / Part-time

≈13× Discord community growth: from ≈300 to 4,000+ members in 13 months

- Handled Discord and email support and drop communications; built an FAQ knowledge base, a posting cadence and order-support bots.

Community growth was a team result; my part was engagement, support and the operating systems behind them.

Products I built for problems I had

Solo founder and builder of all three products: product, design, architecture and delivery, with AI-assisted implementation.



Tuwa iOS app

Personalised workload guidance from training schedules and Apple Health signals, with fatigue awareness and guided one-tap and voice workout logging. On the App Store.

tuwa.app



VibeMark iOS app

An iOS preview layer for Markdown, HTML, SVG, text and slides. Anchored comments and MCP handoff connect mobile review with remote coding agents. On the App Store.

vibemark.uk



Utayomi Website

Learn Japanese with lyrics: progressive phrase-level explanations, saved study material, Anki export and synced playback.

utayomi.net

Earlier experience

Independent resale business / Solo founder Feb 2017 - Sep 2024

RMB 500K+ own-channel sales at ≈35% net margin and a 4.9/5 rating across Xianyu, eBay, Depop and StockX. Grew my monthly gross-profit contribution to Wellgosh from ≈£1.9K to ≈£5.1K.

byyb Radio / Content & social media Sep 2022 - Oct 2023

≈20K cumulative WeChat column reads. Wrote music and culture content; supported four social platforms and ≈10 events with ≈10K team attendances.

YARD Outernational / Store operations Feb 2022 - Jul 2022

The category I ran reached ≈£5K monthly sales, ≈30% above its prior average. Covered retail operations, merchandising and buying support.

Apple / Sales Specialist Intern Sep 2021 - Jan 2022

96%+ personal customer satisfaction. Contributed to a Greater China No. 1 store team during the iPhone 13 launch season.

Education

M.A. Creative Industries · SOAS University of London · 2023-2024
B.A. Communication · University of Nottingham · 2019-2023

Languages

Mandarin · native
English · fluent
French · intermediate