

Di Mu

UX/UI Designer

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EDUCATION

Savannah College of Art and Design

M.A. Interactive Media Design

2016 - 2019, Savannah, GA

Savannah College of Art and Design

M.A. Motion Media Design

2017-2019, Savannah, GA

Capital Normal University

B.B.A. Tourism Management

2012-2016, Beijing, China

Industry Knowledge

Visual design & design system

Rapid prototyping

Wireframes and mockups

Persona & journey map

Information architecture

User flows

Contextual Research

User testing

Motion design

Video editing

Tools & Technologies

Figma, Sketch,

Proto.Pie, Invision,

Adobe Suite, LottieFiles

PERSONAL SUMMARY

Human Interface Designer with 4.5 years of experience delivering user-centered, scalable products across complex systems.

Passionate about solving complex problems through intuitive UX solutions that boost efficiency and delight. Believes in designing with empathy—because human feeling matters. Specialized in HMI, motion design, and prototyping with a strong focus on bridging design and engineering through modular systems.

WORK EXPERIENCE

TUSIMPLE INC

San Diego

Senior User Experience Designer I

Jan 2023 – Feb 2024 · 1 yr 1 mo

UX Designer III

Sep 2021 – Dec 2022 · 1 yr 4 mo

- Led the restructure and rebuild of a customizable HMI system scalable across 5 functional teams. Replaced fragmented mode-specific UIs—such as test operation, map, simulation, and visualization modes—with a modular foundation. Enabled teams to configure their own workspaces while the HMI team maintained a unified system, significantly improving design efficiency and cross-team consistency.
- Established cohesive interaction patterns, visual hierarchies, and a unified branding image based on the existing design system to ensure consistency across varied HMI use cases and reinforce product identity.
- Integrated motion design to enhance feedback and situational clarity in AV user flows, carefully balancing real-time system performance with visual consistency and safety requirements.
- Collaborated cross-functionally with PMs, engineers, and 3D artists to deliver high-fidelity, production-ready designs in an agile environment with tight deadlines.
- Conducted usability sessions and field studies, driving iterative improvements that resolved 90% of reported UX issues.
- Led UX design for an auto-scheduling system (web and mobile), optimizing workflows and coordination across operations teams while laying the foundation for scalable B2B fleet management as part of a SaaS platform strategy.
- Consolidated five disconnected internal tools into a unified dataset management platform, resolving data mis-tracking issues and significantly improving algorithm team analysis efficiency.
- Mentored junior designer, providing guidance on design principles, workflows, and best practices.

I believe in designing with empathy—because human feeling matters.

Design philosophy

Design for clarity

Simplify the complex

Build scalable systems

Respect human emotion

Prioritize empathy & joy

Balance speed and quality

Champion creative thinking

Soft skills

Collaboration & teamwork

Empathy in design

Problem solving

Adaptability

Creative communication

Time management

Cross-functional leadership

WORK EXPERIENCE - CONTINUED

ROUND FEATHER INC

San Diego

UX Designer

Aug 2019 – Sep 2021 · 2 yrs 2 mo

- Led the UI motion design to create smooth and intuitive interactions, enhancing user engagement.
- Designed a debt calculator for balance and an emergency fund calculator as a safety net, guiding users with clarity.
- Developed bite-sized content for seamless, digestible learning experiences, allowing users to immerse in financial education through interactive and visually engaging modules.
- Collaborated with UX researchers to conduct user research and analyze qualitative data. Co-created user journey maps with senior designers to guide product direction.

SCAD PRO - COLLABORATIVE DESIGN STUDIO

Samsung

Savannah

UI Motion Design Team Leader

Winter 2019

- Led a 5-person motion design team to create motion concepts for multiple native apps on Samsung's first-generation foldable phone, focusing on adaptive interaction design and fluid transitions tailored to the dual-screen form factor.
- Collaborated with visual designers, UX teams, and industrial designers to create motion concepts, document interaction guidelines, and co-produce final showreel videos for presentation.
- Won Best UX/UI Motion at SCAD CoMotion—the world's largest student-led motion design conference with top industry attendees and speakers—recognizing excellence in design execution and team collaboration.

Colgate

Savannah

UX/UI Designer, Director of the User Experience Video

Spring 2018

- Worked in a UX team to design user flows for an electric toothbrush experience, including a health-monitoring hub and gamified brushing interface for kids. Created storyboards and wireframes to support a holistic and engaging UX proposal.
- Directed and post-edited a 3-minute user experience video serving three scenarios for key user groups—couples, children, and dentist patients—to visualize and communicate interaction goals, enhancing narrative clarity and design intent.
- Worked closely with design faculty and Colgate stakeholders to align narrative and design intent.