



(626)475-2639

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## SKILLS

User Research

Wireframing

Personas

Prototyping

Design Systems

HTML + CSS

Design Tokens

Sales

## TOOLS

Figma

Miro

Adobe Creative Cloud

Sketch

UserZoom

Invision

Microsoft Office

## VOLUNTEER

### Product Designer

Bootcareer.com

- Designed a job marketplace solution for bootcamp graduates with a team of 9 UX Designers, 8 Software Engineers, a Product Manager, and a Data Scientist

### Organizer

Hack COVID: Community Jam

- Organized a 3-day hackathon to uncover design solutions tackling bottlenecks in vaccine registration

## EDUCATION

### UCLA Extension

User Experience Certificate, Jan 2021, Awarded with Distinction

### UC San Diego

B.A. International Business, Economics Minor, Class of 2018

## WORK EXPERIENCE

### Product Designer | Advance Local (News & Media)

June 2021 - Present

- Collaborating with stakeholders within cross functional teams consisting of engineering, marketing, operations, and data to create reliable online reading experiences reaching over 50 million unique users
- Managing a multi-brand Design System to ensure design fidelity across multi-platform products including responsive web and 15+ apps
- Developing series of A/B testing to increase conversions for article paywalls. Early results showed up to 5X increase in sales conversions

### User Experience Instructor & Teaching Assistant | UCLA Extension

September 2020 - Present

- Facilitating classroom activities as well as offering support for students learning user-centered design methodologies and tools

### Product Designer | Bios Corp (EHR)

Feb 2021- Jan 2022

- Incorporated Person Centered Thinking into a redesigned plan builder to support individuals living with Intellectual and Developmental Disabilities

### UX Design Intern | Wellyou (Health & Wellness)

May 2020 - August 2020

- Developed and implemented the user research strategy for mobile experiences
- As their first UX intern, I strategized with the founders to create the UX design direction of the company moving forward

### Account Coordinator | Origaudio (Promotional Products)

Oct 2018 - Sept 2019

- Managed up to 10 projects/day, working with client branding assets in both Adobe Illustrator and Photoshop to render product mock-ups
- Coordinated day-to-day operations between sales and marketing teams to facilitate client experiences