



EDUCATION

University of California Irvine, Irvine, CA

Graduated June 2019

B.S. in Informatics (Human-Computer Interaction)

GPA: 3.8 (Major)



WORK EXPERIENCE

Associate Product Manager (Intern) Internet Brands

(Jan 2020 - 2021) Jan 2021 – Present

- Redesign and conduct A/B testing on the review form, resulting in 20% increase in conversion rate and 40% decrease in error rate
- Present new product to over 30 stakeholders, potential users, and marketers
- Work on improving user experience through user interviews, usability testings, surveys and design iterations
- Utilize tools such as Hotjar, Lighthouse and Google Analytics to measure the effectiveness of a project
- Create and establish product use cases, product requirements, and wireframes using tools such as Jira, Confluence, Sketch, and Marvel

UI/UX Designer UCI Student Center & Event Services

Aug 2018 – Sept 2019

- Collaborated on an award-winning team with executive sponsors, key stakeholders, managements, designers, developers, and marketers on internal websites and customer-facing applications
- Established UI/UX roles within the department and utilized a systematic design process that ensures a high-level of success for each project delivered
- Designed and researched 3 apps including an award-winning web application that has been used by over 100 internal users daily
- Mentored new UI/UX designers to provide support and feedback



PROJECTS

Level Up Program

- Designed and researched the web-based application with over 200 users
- Built an entire user interface from scratch using the Sketch application
- Conducted user interviews and user observations to understand users' needs

Website UX Research and UI Redesign (Art Supply Warehouse)

- Collaborated with 5 classmates to improve the UI/UX experience of a website
- Conducted 4 UX researches, surveys, interviews, cognitive walkthroughs, and usability testings to evaluate problems of the website
- Created hand sketch, wireframe and storyboard for user interface research
- Used Sketch software to create a high-fidelity mock-ups of the redesign website



AWARDS

- 2019 CASE Award, NACAS 2020 Innovative Achievement Award (Level Up Program)
- California Team Excellence Award (UCI Student Center and Event Services)