



## EDUCATION

### University of Southern California, Los Angeles, CA

December 2023

M.S. in Integrated Design, Business and Technology

GPA: 4.0

### University of California Irvine, Irvine, CA

June 2019

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

GPA: 3.8 (Major)



## WORK EXPERIENCE

### User Researcher Intern Amazon

June 2022 – September 2022

- Focused on understanding and improving the experience of how users utilize the Amazon Connect Dashboard
- Conducted interviews with 7 Solution Architects to discover how customers use the Dashboard today and how we can improve the experience
- Led the entire research project from an unknown stage to a devised plan for various implementation stages
- Utilized a range of different methods, including user journeys, user interviews, and competitive analysis

### Associate Product Manager (Optimization) Internet Brands

January 2021 – December 2021

#### Full-Time Internship

January 2020 - December 2020

- Led UX research and product decision on the redesign of the user review form, resulting in 20% increase in conversion rate, 40% decrease in error rate and 35% decrease in bounce rate
- Conducted 150+ usability testings (interview, user testing, survey, A/B testing), heatmaps and competitive analysis with actionable results leading to 10+ product redesign/improvement
- Launched and presented a minimum viable product (MVP) to 50+ stakeholders
- Created and established product use cases, product requirements and wireframes using tools such as Jira, Confluence, Sketch, and Marvel

### UI/UX Designer UCI Student Center & Event Services

August 2018 – September 2019

- Collaborated on an award-winning team with executive sponsors, key stakeholders, managers, 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



## AWARDS

- 2019 CASE Award and NACAS 2020 Innovative Achievement Award (Level Up Program)
- California Team Excellence Award (UCI Student Center and Event Services)
- 4 times Deans Honor List