

Experience

Freelance UX Designer | Jenn Studio

May 2024 – Current

- Meet with stakeholders regularly to ensure successful outcomes and **strengthen client relationships**.
- Design responsive screens and seamless user experiences, stakeholder presentations, and prep Figma files for developer handoff, **enhance team efficiency and workflow**.

SFNY: Developed front-end in Webflow and Client First, collaborated with engineer to align with back-end Formstack limitations. Conducted usability testing to enhance sign-up flow, resulted in better user experience and **higher sign-up completion** by reducing friction.

UX/UI Designer | Vibecheck (Startup)

May 2023 – August 2023

- Defined user needs and translate AI features into task flows, **improved product relevance and alignment** across product groups.
- Developed user journeys and storyboards in Figma, and performed user acceptance testing to enhance usability and **improved accessibility**.

Graphic Design & Multimedia Assistant | York University

September 2023 – April 2024

- Designed engaging social materials in various formats for 60,000+ academics, **boosted service promotion and social engagement**.
- Managed printer relations to ensure quality and consistency of print material, **reduced errors** and maintaining brand standards.

Graphic Design Intern | Open Farm Pet

May 2023 – August 2023

- Collaborated with creative director to design packaging and weekly emails, **reduced creative team’s workload** and helped clear backlog.
- Worked with E-commerce and collected metrics to create user-focused digital materials — leading to **increased sales and subscriber retention**.
- Designed and prepared web storefront mockups, **improved product browsing and drove sales** with impactful visuals

Education

Honours Bachelor Of Design | York University

Awarded Entrance Scholarship

Majored in UX/UI — Courses: Interaction Design, Future Systems, Designing for Human Interactions, Prototyping and User Centered Strategies.

Skills

User Research & UAT	Wireframing	Information Design
Human Centered Design	Prototyping	Design Thinking
Design Systems	Interaction Design	Visual Design

Tools & Technologies

Figma & Figjam	Webflow [Client First, CMS]	Powerpoint
Adobe Creative Suite [XD, Illustrator, InDesign, Photoshop, Acrobat]	Visual Studio Code	Github
	Basic Front End [HTML, CSS, Javascript]	Notion