

A newly minted UX designer, Front-End Developer. Experienced in project management from conception to fruition, with skills in effective communications with clients, multidisciplinary consultants, and customers. Skilled in design and production processes where problem solving is crucial part of everyday responsibilities.

PROJECTS

Lead UX Designer

2022- Present, Remote

HEALING HANDS App.

- Designed an expert therapy app from conception to prototype.
- Conducted User Research, created User Personas and User Flow.
- Conducted Usability Tests and analyze data collected to develop and improve wireframe and prototypes.
- Created Project Design Document & Styles Guide for project hand-off

EXPERIENCE

R&D, Branding & Marketing Consultant

2015- Present, Hybrid

CIBADAK AGRI Inc. & CISF Inc.

- Collaborate with research and development team and production team to test new recipes and conduct survey testing.
- Collaborate with Sales team, Finance team, R&D team, and Production team on production budget and product pricing.
- Manage in-house team and review marketing products to maintain brand identity and tone.
- Create new brands for new product lines and help the sales team
- Create and manage contents of social media account for three brands (includes photography, food styling, and content writing)

Entrepreneur

2016-2020, Irvine, California

BHOGA FOODS, Inc.

- Conduct research and development through customer research, testing production procedures, testing new recipes, analyze results, and effectively decide on value-add products that are marketable.
- Create new brands for new products and conduct customer test on new product name and package design.
- Manage production schedule and budget.
- Effectively communicate new niche products to customers directly.

Associate Principal

2012-2015, Los Angeles, California

TCA Architects, Inc.

- Design and manage projects from zero to construction.
- Manage clients and studio directors' expectations.
- Manage design team and collaborate with relevant stake holders
- Manage schedule, milestones, contracts and services budgets.

TECHNICAL SKILLS

Language: HTML, CCS, JavaScript

Tools/ Programs: Figma, Adobe XD, VSCode, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effect, Adobe Premier Rush, Adobe Lightroom, Capture One, Google SketchUp

PROFESSIONAL SKILLS

Problem Solving, Business Writing, Project Management, Competitor Research, User Research, Information Architecture, WireFraming, User Interface Design, Prototyping, User Testing, Front-end Development,

EDUCATION

COMMUNICATING FOR IMPACT Certificate (ends in August 2023)
IDEO U

UX IMMERSION with FRONTEND SPECIALIZATION (ends in August 2023)
CAREER FOUNDRY

BACHELOR OF ARCHITECTURE
CORNELL UNIVERSITY
California Licensed Architect