

SKILLS

Design Tool	Design Method	Software Development
Figma, Adobe Photoshop, Illustrator, Indesign, Premier Pro,Dreamweaver, Visual Studio Code	Wireframing, Persona, Storyboarding, Userflow, Usability Testing, Activity Diagram	HTML/CSS/JS, GitHub, Java, Python

WORK EXPERIENCE

Simon Fraser University Graduate Studies Office	Aug 2023 - Aug 2024
Communications and Marketing Associate <ul style="list-style-type: none"><li>Improved readability of outdated organization websites using modern and user-friendly UI/UX design elements according to organization style guidelines with HTML/CSS on the Adobe Experience Manager(AEM) platform.</li><li>Led digital graphical designs of various banners and posters for organization websites and social media images, as well as printed graphical designs of promotional materials including banners for organization events, the office storefront sheet using Adobe InDesign, Photoshop, and Illustrator.</li><li>Revived outdated internal HTML-based student profile generator by simplifying updates for individuals unfamiliar with HTML and incorporating clear comments on input fields and functions, improving compatibility and user-friendliness. Furthermore, enhanced team understanding of the program by demonstrating use and creating a user manual for the team.</li></ul>	

PROJECTS

The Diary	Mar - Apr 2025
Speculative Designer / Story Developer <ul style="list-style-type: none"><li>Led narrative and worldbuilding for an installation exploring digital footprints, surveillance, and the illusion of privacy.</li><li>Designed a metaphorical diary using visible and UV ink to represent public vs. hidden digital traces.</li><li>Contributed to concept framing, design strategy, and storytelling methods for final exhibition delivery.</li></ul>	
Jadeco	Sep - Dec 2024
Design Researcher / Visual Storyteller <ul style="list-style-type: none"><li>Collaborated with a jade home décor brand expanding into Vancouver to develop localized brand strategies.</li><li>Conducted retail field research and created visual storyboards proposing speculative marketing concepts.</li><li>Produced all storyboard visuals and co-authored the final brand communication guidelines.</li></ul>	
Tatreez	Feb - Apr 2023
UX/UI Designer <ul style="list-style-type: none"><li>Designed a digital cross-stitch program for beginners and experienced users with Figma prototypes.</li><li>Improved design through heuristic evaluations and user testing, supported by CSI feedback.</li><li>Mapped user flows using Activity, OOP, and Sequence diagrams to refine user experience.</li></ul>	

EDUCATION

Simon Fraser University	Jan 2021 - May 2025
Interactive Arts and Technology, BSc. Concentration in Design and Interactive System	