

Experiences

University of California, Davis

UI/UX Design | Student Consultant - Winter 2024

- Built an interactive website to enhance the functionality, enabling students to make comments by utilizing HTML/ CSS and JavaScript
- Executed a usability test with five target users within pre-defined demographic profiles and incorporated feedback into GitHub, enhancing user experience
- Partnered with professor and teaching assistants to identify and address usability and functionality issues through effective communication and collaborative brainstorming sessions. Implemented website updates and enhancements based on findings
- Achieved 100% user satisfaction post-update and addressed all testee concerns. Received positive evaluations from professor and two teaching assistants for successful project outcomes

University of California, Davis

UI/UX Design | Intern - Fall 2023

- Conducted primary interviews with 20+ participants and benchmarking analysis of 3 major competitors to develop a prototype for a consumer app in 6 weeks
- Transformed campus food cash and rewards systems into a clickable prototype with real-time balance updates, doubling transparency and speed, leading to a 10% increase in on-campus food purchasing
- Conducted 4 A/B testings with target users with cash rewards to develop survey questionnaires, gathering qualified feedback and distilled customer insights from 30+ users
- Led a team of 3 to run a pilot to evaluate the cash rewards app prototype product-market fit within 60+ participant users, receiving 100% positive user feedback
- Showcased the iterated app prototype at final competitions and earned the “Most Human-Centered Design” award for team’s intuitive and effective user flows

Beyond Stigma (Non-profit corp.)

Graphic Design Intern | Intern - Summer 2022

- Managed the company’s multi-social media platforms, including Instagram, YouTube, and Wix site to re-build branding assets, increasing site traffic by 82%
- Collaborated with marketing executives to align on key project objectives on consistent brands across omni-channels and detailed implementation roadmap for continuous improvement, increasing new users by 20%
- Designed and implemented email newsletter marketing assets, resulting in a 30% increase in sign-ups within two months of implementation and adoption of the template in over 200 company newsletters

Education

University of California - Davis
2020 – 2024

Bachelor of Arts in Design
Bachelor of Arts in Economics

‘Most Human Centered Design’
Design Interactive 2023
Dean’s Honors List 2022

Skills

UX

Low/High-Fidelity Wireframes
User Research
Interaction Flow (Figma)
User Flow (FigJam)
Graphic Design (Adobe Suit)
Prototyping (Figma)

Research

Comparative Analysis
Interview Planning
Data Analysis (Stata)
Survey (Google Forms, Survey Monkey)

Coding

HTML/CSS (VS Code)
JavaScript (VS Code)