

## EDUCATION

### University of California, Los Angeles

B.A. Communications with Computing | Spring 2017  
Typography, Web Design, Object Oriented Programming

### London School of Economics

Study Abroad | Summer 2014  
Marketing, Management

### UCLA Extension

UX: Designing for Mobile | Fall 2016  
Mobile User Interface Design

## ACTIVITIES

### Girls Who Code

Mentor | Summer 2016

### Lean In(terns)

Participant | Summer 2016

### Association of Computing Machinery (UCLA)

Marketing Director | Winter 2016

### Convey UX Conference

Student Scholarship Recipient | Winter 2016

### Princeton Envision Conference

Student Scholarship Recipient | Fall 2016

## SKILLS

### User Centric Design

User Research, User Testing, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, After Effects), Sketch, Figma, Origami, Framers JS, InVision

### Analytics

Google Analytics, Adobe Marketing Cloud, Excel

### Programming

HTML/CSS, JavaScript, PHP, Python, C++, GitHub

### Languages

Mandarin Chinese (native read-write-speak)

### Audio Production

Logic Pro X, Sibellius, A Cappella

## EXPERIENCE

### Adobe

Optimization Consultant Intern | Summer 2016

Utilized a data driven approach to strategize and implement A/B tests on major Fortune 500 client sites. Developed wireframes, conceptualized web experience redesigns and banner messaging for clients using Adobe Xd and Photoshop.

### LA Hacks

Designer | Fall 2016 - Present

Brand and UX Design for LA Hacks, the UCLA student-run hackathon hosting over a thousand hand-picked hackers in April 2017. Specifically focused on a refresh on the official 2017 LA Hacks website (lahacks.com) and rebranding of the LA Hacks brand.

### Creative Labs

Designer | Fall 2016 - Present

Conceptualized and led the branding and design for Visualizing LA, a design-centric data visualization of transportation data in Los Angeles. Developed style guide and narrative for the website visualizingla.com. Won Best Design award at Facebook sponsored UCLA Hacker Expo.

### UCLA Internet Research Incubator

UX Researcher & Prize Recipient | Fall 2016 - Present

Selected as one of twelve UCLA students to receive a 15K grant as part of the inaugural class to pursue interdisciplinary, revolutionary research on the Internet. Specific research project focused on user experience in the mobile ecommerce space. Final project to be presented in Spring 2017.

### City Fellows Consortium

Fellow | Fall 2016

The City Fellows Consortium is an innovation-centered private league for Los Angeles' top undergraduate tech fellows, selected from the region's most elite universities. Each year the Consortium focuses on building new ties for every Fellow to VC, government, early stage technology companies, and LA's top technology enterprises.

### Belkin

Product Management Intern | Summer 2015

Delivered 6 tablet extension keyboards through working closely with engineering and design teams. Defined product requirements & product roadmap, analyzed competitive landscape, and created official sales presentation for keyboards released globally.

### LinkedIn

Campus Editor | Fall 2015 - Present

Selected as part of LinkedIn's inaugural class to create, curate and discover #StudentVoices on LinkedIn's Pulse Platform. Held workshops for student groups, edited drafts and pitched ideas to fellow students. Wrote and edited articles that received 10K+ views.

### Bruin Advertising and Marketing Team

UX Researcher & Strategic Planner | Fall 2014 - Spring 2015

Conducted strategic and user experience research on Pizza Hut site to increase website purchase conversion rate. Used common UX methodologies such as usability interviews, surveys, focus groups, A/B Testing, and card testing. Won first place in Southern California regionals.

### Apple

Campus Representative | Fall 2014 - Spring 2015

Advised, educated, informed and resolved issues for students, alumni, and faculty on Apple products through field marketing in office hours and workshops. Received positive feedback from customers and increased sales substantially for the UCLA computer store.