

## SUMMARY

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With an analytical mind, artistic eye, and empathetic heart, I'm a team player who champions for great user experiences.

## WORK EXPERIENCE

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### User Experience Solution Testing in R&D | BLUETOWN | [www.bluetown.com](http://www.bluetown.com) Jan 2019 - Present

BLUETOWN provides low-cost, sustainable Wi-Fi solutions to connect people in rural areas and emerging markets. Everyday I work with people across disciplines — electrical-, network- and software engineers as well as business people — in order to ensure a good and cohesive user experience of BLUETOWN products. My responsibilities include: outlining requirements & acceptance criteria for our content, billing, and payment solutions; documenting user flows; conducting exploratory testing; logging UX issues; and tracking on-going fixes.

### Product Designer | Hypefactors | [www.hype.news](http://www.hype.news) | [www.hypefactors.com](http://www.hypefactors.com) Aug 2018 - Dec 2018

Hypefactors is a cloud-based platform that makes it easier and more efficient to plan, create, share, store, track, and improve content marketing, PR, and social media activities across markets. My responsibilities included: conducting user interviews and user testing; documenting user flows; improving the onboarding flow of Hype.News; and UI design of the Hypefactors subscription service. As the only product designer, I worked closely with the CEO, CTO, and head of marketing in order to align business and design goals with tech strategy.

### Product Designer | Retalent | [www.retalent.io](http://www.retalent.io) Dec 2017 - Jul 2018

Retalent is a cloud-based hiring tool that combines research in psychometrics, psychology, and behavioral neuroscience with machine learning to help companies hire better and retain existing talent. As Retalent's first product designer, I worked closely with the company's CEO to ensure an optimal user experience across the application. My responsibilities included: UI redesign of dashboards and job simulation assessments; responsive redesign of the homepage; maintaining the branding and style guide; and print design for the startup's white paper.

### Product Designer | Trusted Health | [www.trustedhealth.com](http://www.trustedhealth.com) Sep 2017 - Dec 2017

Trusted Health is a cloud-based job platform for nurses. The platform connects job seekers to a marketplace of healthcare employers as well as helpful tools to assist nurses throughout their career journey. As an early designer, I helped launch the application within a small team of only 5 people. My responsibilities included: competitive & comparative analysis; conducting surveys and user interviews; developing user personas; designing the onboarding flow; maintaining the branding and style guide; and developing visual assets for social media.

### Freelance Designer May 2016 - Present

*Selected Client Case Studies:*

#### Lead Designer | Coalition on Homelessness | Case Study: <http://crystal2cross.github.io/coh.html>

Coalition on Homelessness (COH) is a 30-year-old non-profit aimed at finding and addressing the root causes of homelessness and poverty in San Francisco. As a hired consultant, I designed and implemented a responsive website for their organization. The project focus was on information architecture, branding/visual design, and responsive design.

#### Lead Designer | Street Sheet | Case Study: <http://crystal2cross.github.io/streetsheet.html>

Street Sheet is a biweekly newspaper that reaches 16,000 readers through 230 homeless or low-income vendors, who are not made to pay for the newspapers that they receive, and who keep all money they earn through Street Sheet distribution. As a hired consultant, I designed and implemented a responsive website that is an extension of their print newspaper. The website archives all articles with additional web-only content, and it is optimized for reading on all screen sizes.

## ADDITIONAL WORK EXPERIENCE

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### Web Developer | AppDirect | [www.appdirect.com](http://www.appdirect.com)

Apr 2015 - Feb 2016

AppDirect is a cloud service platform provider enabling people to create, find, buy and manage software in the cloud. As a member of multiple engineering teams, I helped to: develop AppDirect's OAuth management panel; design and implement a themed partner marketplace for Hawaiian Telecom; and troubleshoot issues and bugs for our existing, high-profile partners. Technologies used: HTML, CSS (Sass), JavaScript, and Backbone.Marionette.

### Web Developer | Sungevity | [www.sungevity.com](http://www.sungevity.com)

Jun 2014 - Apr 2015

Sungevity is a solar power provider helping the world run on the sun. As a member of multiple engineering teams, I helped to develop their customer portal and Instant IQuote (IIQ) iPad web application, a sales tool used by field members in Lowes hardware stores and marketing events. Technologies used: HTML, CSS (Sass), JavaScript, JQuery Mobile, and AngularJS.

### Web Developer Internship | Moovweb | [www.moovweb.com](http://www.moovweb.com)

Mar 2014 - Jun 2014

Moovweb is a company offering technical implementation solutions that allow businesses to transform their desktop-only websites to mobile and tablet experiences. As a member of a 3-person developer team, I helped to transform Forever21's desktop-only website into a fully-responsive online retail experience utilizing HTML, CSS (Sass), JavaScript, and various JavaScript libraries including jQuery, Tritium, and Uranium.

## SKILLS

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**UX:** Information Architecture, User Research, Personas, Rapid Prototyping, Wireframes, Usability Testing

**Tools:** Sketch3, InVision, Paper Prototyping

**Technical:** HTML, CSS, JavaScript, Git

## PROFESSIONAL TRAINING

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### General Assembly, User Experience Design Immersive

May 2016 Cohort

### Coursera, [www.coursera.org](http://www.coursera.org)

*Courses completed with certification:*

Human-Centered Design, License VQX4TZT6FEUA

Design Principles, License GGX4A2JXRUPQ

Social Computing, License EA7JYQXgQ2XJ

Input and Interaction, License ZVHYP6MCTLUg

### Lynda, [www.lynda.com](http://www.lynda.com)

*Courses completed with certification:*

WordPress: Building Themes from Scratch Using Underscores, License 3F0349

WordPress: Developing with Sass and Grunt.js, License E2BgDF

## EDUCATION

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### Bachelor's Degree in Computer Science at University of California, San Diego (UCSD)

Class of 2013