

SUMMARY

With an analytical mind, artistic eye, and empathetic heart, I am a designer who champions for great user experiences.

WORK EXPERIENCE

User Experience Solution Testing in R&D | Bluetown | www.bluetown.com Jan 2019 - Present

Bluetown provides low-cost, sustainable Wi-Fi solutions to connect people in rural areas of the world. 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 Local Cloud content solution; documenting user flows for login, billing, and content browsing; conducting exploratory testing; logging UX issues; and tracking on-going fixes.

Product Designer | Hypefactors | www.hype.news | 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 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 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

Web Developer | AppDirect | 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

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

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

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

Tools: Sketch3, InVision, Paper Prototyping

Technical: HTML, CSS, JavaScript, Git

PROFESSIONAL TRAINING

General Assembly, User Experience Design Immersive

May 2016 Cohort

Selected Project Case Studies:

UX Designer, Homes.com | View Case Study: <http://crystal2cross.github.io/homeshare.html>

UX Designer, Progress Hardware | View Case Study: <http://crystal2cross.github.io/progress-hardware.html>

Coursera, www.coursera.org

Courses completed with certification:

Human-Centered Design, License VQX4TZT6FEUA

Social Computing, License EA7JYQX9Q2XJ

Design Principles, License GGX4A2JXRUPQ

Input and Interaction, License ZVHYP6MCTLUg

Lynda, 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

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

Class of 2013