

EDUCATION

Human Computer Interaction

Masters | Class of 2020
University of Maryland

Cinema & Media Arts / Business

B.A. | GPA 3.9 | Class of 2018
Biola University

SKILLS

UX Methods

- Personas
- A/B Testing
- Contextual Inquiry
- Affinity Diagram
- Sequence Model
- Day in the Life
- Journey Map

Design

- Sketching
- Wireframing
- Rapid Prototyping

Tools

- Sketch
- InVision
- Adobe CC
- HTML / CSS
- JavaScript

CONTACT

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ABOUT

- Woodworking
- Interior Design
- Filmmaking
- Travel Photography

EXPERIENCE

MARKETING COORDINATOR

TLTC, UMD | AUG 2018 - PRESENT

- Strategized advertising and media campaigns for events such as Thank a Teacher Week, which included campus wide programming to reach 2,400+ students and faculty.
- Collaborate with department heads to re-brand events and user facing content such as Active Learning Week, and social media profiles.
- Restructure and strengthen weak aspects of the department's website to help users quickly find pertinent teaching support resources.
- Develop weekly newsletter to communicate with 4,600+ subscribers.

GRAPHIC DESIGNER

SADDLEBACK | JUN 2016 - PRESENT

- Began as design intern on curriculum development team. Promoted to full time contracted graphic designer.
- Communicate with creative directors to create big picture ideas and design concepts for both small scale projects and organization wide campaigns.
- Design and present graphic asset packages for digital, print, and video formats.

SOCIAL MEDIA MANAGER

BIOLA FILM | AUG 2016 - DEC 2016

- Designed, built, and maintained website for the short film.
- Developed social media content, aesthetic, and strategies.
- Created print and social media advertising campaigns to promote the film.
- Helped coordinate and run large scale film premiere for 500+ people.

DESIGN FELLOW

ELISAVA, BARCELONA | SPRING 2017

- Member of international cohort with diverse creative backgrounds.
- Created ad campaigns, restaurant re-branding, product briefs, and video ads.
- Studied design thinking through classes in typography, graphic design, art history and product design.