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## Experience Tradecraft | Product Designer

August - Present

San Francisco, CA

Worked with high growth startups completing a range of projects across different industries and platforms. Doing User Research, Usability testing, Low fidelity and High fidelity mockups, Prototyping and interaction design.

- Cricduel: Improved the overall user experience by ideating and designing new features sketching, Lofi and Hifi mockups, prototyping and building a design system.
- NexTravel: Improved Information architecture, conducted user interview, usability testing, lofi/higi mockup and prototyping for web and responsive mobile and conducted usability testing.
- Partydot: Conducted user interviews, competitor / comparator analysis, lofi mockup and comprehension testing to validate a product market fit and design for production launch.

## MapR Technologies | Web Engineer

July 2016 - August 2018

San Jose, CA

- Designed page mock-ups and developed them to production ready pages, improved usability and increased click through rate.
- Maintained and updated company website, decreased user bounce rate.
- Usability tested on web pages to increase mobile traffic. Making sure content was responsive on all environments.

## SalesX, Inc. | Web/UI Designer

June 2015 - August 2015

Foster City, CA

- Designed and created Mock Ups into functional web pages, increased conversion rate to call to action.
- Performed A/B Testing and increased click through rate of landing pages by 15%.

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## Education San Francisco State University | B.S. Computer Science

August 2013 - July 2016

San Francisco, CA

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## Tools Sketch, Figma, Flinto, Git, Abstract, Photoshop, Illustrator, Zeplin, Invision

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## Skills HTML/CSS, Javascript, Jira