

## SUMMARY

Detailed UX/UI Designer with frontend development skills and a background in psychology, product management, and sales. My design process is people-first, iterative, and results-oriented.

## DESIGN SKILLS

UX/UI Design  
Visual Design  
Branding  
Competitive Analysis  
User Research & Testing  
User Stories & Flows  
User Personas  
Information Architecture  
Wireframing  
Prototyping  
Photography  
Storytelling

## TECHNICAL

Sketch  
Figma  
Adobe Creative Suite  
Invision  
UsabilityHub  
Git & Github  
HTML & CSS  
Javascript

## EDUCATION

CERTIFICATE, UX/UI DESIGN  
Beginex | New York, NY | 2018  
CERTIFICATE, TECHNICAL MARKETING  
Startup Institute | New York, NY | 2015  
CERTIFICATE, MEDIATION  
Mediation Centre | Ontario, Canada | 2010  
BACHELOR OF ARTS, PSYCHOLOGY  
Pitzer College | Claremont, CA | 2007

## WORK EXPERIENCE

### ○ FREELANCE UX/UI DESIGNER

New York, NY | Oct. 2018 - present  
*Branding, logo design, product design, photography*

- HORTŪS: Beauty salon in LES Manhattan. Created new logo and labels for custom products. In process: new e-commerce website.

### ○ BLOC UX/UI APPRENTICESHIP

Online | March 2018 - Dec. 2018  
*Crafted real projects under senior designer mentorship*

- Applied design thinking principles during the design process including empathic interviews, research, ideation, wireframes, prototypes, testing, and design iterations.
- Developed user experience design, user interaction design, and frontend development skills.

### ○ DIRECTOR OF SALES

#### MARKETING, SALES, AND COMMUNITY EXECUTIVE

Primary (Live Primary, LLC) | New York, NY | Aug. 2016 - Dec. 2017  
*Coworking space with wellness amenities*

Chosen as the company's first executive hire. Promoted to Director of Sales after demonstrating a strong ability to close deals and cultivate a strong community with a mix of established corporate companies (e.g., Pepsi), nonprofits (e.g., Kiva), and early-stage startups.

- Achieved 60% closure on leads and 93% office occupancy leading to a substantial increase in revenue.

### ○ PRODUCT MANAGER

babyMed | New York, NY | Sep. 2010 - May 2016  
*One-stop online fertility and pregnancy resource*

Developed and led an external team of developers, designers, and writers. Conducted usability testing and used findings to develop a taxonomy structure, content strategy, and full redesign.

- Increased pageviews 650% (to 12 million) and users 400% (to 2.75 million). All traffic was organic.

### ○ CASE PLANNER

SCO Family of Services | New York, NY | Oct. 2007 - Oct. 2011  
*Voluntary not-for-profit human service agency*

Managed a caseload of high-risk young men aged 17-21 years-old living in a foster care group home.

- Authored bi-annual Family Assessment and Service Plans (FASP) on each young man by gathering and analyzing information from multiple sources to report on their overall progress and agency efforts towards discharge plan.