

SUMMARY

Experience designer with a background in psychology, product management, and sales and a people-first, iterative, and results-oriented mindset.

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 | 2018-present

Branding, logo design, product design, photography

- HORTŪS: Beauty salon in lower Manhattan. Created new logo, labels for custom products, and new e-commerce website.

○ BLOC UX/UI APPRENTICESHIP

Online | 2018-present

Branding, product design, photography

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 front-end development skills.

○ DIRECTOR OF SALES

MARKETING, SALES, AND COMMUNITY EXECUTIVE

Primary (Live Primary, LLC) | New York, NY | 2016-2017

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 | 2010-2016

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 | 2007-2011

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.