

skills

Techniques

- Prototyping & Wireframing
- Web & Mobile UI
- Graphic Design
- Style Guides & Design Systems
- User Research & Usability Testing
- Front-end Development

Tools & Software

- Figma
- Adobe Creative Suite
- Procreate
- React, Node.js
- HTML, CSS, Javascript

education

University of California, Berkeley

B.S. Electrical

Engineering & Computer Science

The Berkeley Certificate in Design Innovation

Regents' and Chancellor's Scholar

Relevant Coursework

- Design Methodology
- User Interface Design and Development
- Graphic Design Principles

experience

Freelance Designer

May 2022 - Present

- Consult with clients to review current strategies and develop design solutions to solve user needs and business challenges.
- Design a variety of website & mobile interfaces, branding guidelines, digital & print marketing assets, and pitch decks, adhering to design systems and accessibility standards.

Innovative Design

Sept 2019 - May 2022

Graphic Designer → Web Design & Development Lead

- Led a cross-functional team in redesigning and developing The Berkeley Student Food Collective's website, focused on improving information architecture and user flow.
- Conducted research and usability testing through surveys, interviews, and A/B testing, ensuring alignment with user needs and client objectives.
- Hosted and led community design workshops, including Figma tutorials and React basics
- Organized design-a-thons that featured clients including 1951 Coffee Company, Sleepy Cat Books, and BART.

University of California Berkeley

Jan 2021 - May 2022

Intro to Photoshop & Illustrator Instructor

- Facilitated tutorials and exercises in Adobe Ps and Ai that explored different design principles and their implementation e.g. color, typography, layout & composition, hierarchy
- Fostered a culture of constructive feedback to effectively refine design work and justify design decisions.

YHWH Apparel

Sept 2019 - Jan 2022

Graphic Designer → UI/UX Designer & Web Developer

- Drafted website overhaul in Figma, incorporating user research and usability testing insights that focused on improved user journeys, responsive design, accessibility & WCAG standards, and visual consistency with the rebrand.
- Responsible for documenting a web design style guide and design system following the company rebrand.
- Designed and integrated an independent payment platform.
- Created Assurance Collection using Illustrator & Photoshop along with product cards and social media/website assets.