

skills

Design

- Accessibility & Inclusive Design
- Branding, Identity & Style Guides
- Marketing & Campaign Assets

UI/UX & Product

- Prototyping & Wireframing
- Responsive Web & App Interfaces
- Design Systems
- User Research & Usability Testing

Tools

- Figma
- Adobe Creative Suite (Ai, Ps, Ae, Xd)
- Front-end Development (HTML, CSS, JavaScript)
- React, Node.js

education

University of California, Berkeley

B.S. Electrical Engineering & Computer Science

The Berkeley Certificate in Design Innovation Regents' and Chancellor's Scholar

experience

MissionWired

Aug 2024 - Present

Graphic & UI/UX Designer (Contract)

- Collaborate with designers, cross-functional teams, and clients on strategic web, email, SMS, and social media initiatives
- Develop multi-channel campaigns for nonprofits and advocacy groups including Greenpeace, Americares, Innocence Project, and Meals on Wheels
- Build and grow emerging digital product and website design services as a UI/UX Designer at sister company, ZuriGroup
- Incorporated user research insights to inform design decisions for the 2024 Giving Tuesday campaign, helping raise over \$10.5M and increase average gift size by 10%

Freelance Designer

May 2022 - Present

- Partner with clients in mission-driven industries—including a women's health clinic, podcast production, and fundraising events—to deliver thoughtful, user-centered design solutions
- Design web & mobile interfaces, branding guidelines, digital & print marketing assets, and pitch decks, informed by user research, accessibility standards, and platform best practices

University of California, Berkeley

Jan 2021 - May 2022

Adobe Photoshop & Illustrator Instructor

- Facilitated tutorials to build technical tool skills and explore practical applications of design principles and trends
- Fostered a culture of constructive feedback to strengthen students' ability to reflect, refine, and justify design decisions

Innovative Design

Sept 2019 - May 2022

Graphic Designer → Web Design & Development Lead

- Produced digital and print design assets for clients in the Bay Area community in a creative agency (design, photo, web) setting
- Led redesigns and development of client websites, including the Berkeley Student Food Collective which focused on improving information architecture and user journeys
- Conducted user research and testing (surveys, interviews, A/B testing) to inform design decisions and align with client goals
- Organized and facilitated community design workshops and design-a-thons with clients such as 1951 Coffee Company, Sleepy Cat Books, and BART