

SKILLS

Techniques

- Prototyping & Wireframing
- Web & App Design
- Front-end Development
- Graphic Design
- Brand Development
- User Research & Usability Testing

Tools & Software

- Figma
- Illustrator
- Photoshop
- XD
- 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 interactive and skill-refining design workshops, including Figma tutorials and React basics.

University of California Berkeley

Jan 2021 - May 2022

Intro to Photoshop & Illustrator Instructor

- Facilitated tutorials and hands-on exercises in Adobe Photoshop and Illustrator CC, enabling students to master tools and foster design skills.
- Explored contemporary graphic design trends and their practical implementation to stay current and innovative.
- 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.
- Designed and integrated an independent payment platform.
- Collaborated with a developer team to improve the website's responsive design and maintainability.
- Responsible for creating a web design style guide following the company rebrand.
- Created Assurance Collection using Illustrator & Photoshop along with product cards and social media/website assets.