

## EDUCATION

- University of Texas at Austin – Bachelor of Arts, Design May 2027
- Overall GPA: 3.12/4.00
  - Relevant Coursework: Intro to Interaction Design, Intro to Design Research, Interaction Design Studio

## SKILLS

**Skills:** Figma, Adobe XD, Illustrator, Photoshop, InDesign, After Effects, HTML, React, TailwindCSS, Product Design, Design Thinking, UI/UX Design, Design Systems, Photography, Typeface Design & Font Creation, Typography, Layout & Typesetting  
**Certifications:** Google UX Design

## EXPERIENCE

### Convergent Forge AdTalk – Austin, TX

- UI/UX Designer Sep 2025 – Dec 2025
- Prototyped marketing dashboards to effectively communicate sales conversions and KPIs to distributors and convenience store owners.
  - Designed and iterated on user flows, design system components, and UI and identity patterns including typography and color guidelines.
  - Worked with cross-functional teams to present a thoughtful, user-centered MVP to stakeholders.

### Texas Chinese Student Association – Austin, TX

- Publicity Director Apr 2024 – May 2025
- Designed 25 social media graphics, 2 production-ready sticker designs, and 1 tote bag design to support branding and outreach efforts.
  - Collaborated with fellow board members to resolve organizational conflicts and maintain a productive, team-oriented environment.

### Julie's Noodles – Austin, TX

- Graphic Design Volunteer Nov 2024 – Dec 2024
- Designed a visually engaging, branded coupon card in Adobe Illustrator to enhance customer experience and promote brand retention.
  - Produced and distributed 100 professionally printed copies, delivering an effective promotional asset for the business.

## PROJECTS

### Cradlelist – A marketplace for teen and first-time parents.

Apr 2025

- Prototyped multiple iterations for a marketplace website for childcare supplies in Figma based on research about teen parents' needs.
- Designed branding assets and guidelines to convey a friendly, playful brand identity.

### Rotun – An exploratory modular blackletter typeface.

Feb 2025

- Designed uppercase, lowercase, numerals, punctuation font components using Adobe Illustrator.
- Created a fully functional digital font in Fontself, including a complete set of letterforms.

### me when the meme got type – A book studying typography in memes.

Dec 2024

- Conducted in-depth research on typography within memes, analyzing its role in shaping meme culture and influencing media consumption.
- Designed and typeset the layout using Adobe InDesign to ensure clear readability and a visually engaging presentation.
- Produced and hand-bound the book using an Epson wide-format printer.

## HONORS

### Dell Scholar – University of Texas at Austin

2023

### Character Illustration/Commercial Design 1st Place – LCISD Digital Festival

2023

### National Merit Scholarship Finalist – NMSC

2022