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## WORK EXPERIENCE

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### **Free Black Therapy Inc., Los Angeles (remote), CA**

**May 2020 – Present**

#### *CEO & Founder*

- Founded 501(c)(3) nonprofit organization connecting Black therapists to Black or African American individuals with low-income or inadequate health insurance, free of charge
- Spreading awareness of mission regarding racial disparities in healthcare, social justice, and reparations to the Black community
- Securing grants, donations, partnerships, and other forms of funding
- Secured over \$50k in grants and individual donations within the first 6 months of founding the nonprofit
- Recruiting mental healthcare providers, volunteers, and performing as Web Developer, Marketing, Accounting, and all other Management

### **Freelance Product Development and Operations, Los Angeles (remote), CA**

**March 2013 – Present**

#### *UX/UI Engineer and Product Management*

- Implemented UX/UI design, prototyping, frontend engineering, software development, web design and development
- Domain and DNS management, growth marketing and social media management
- Create visual concepts using computer software that communicate ideas to inspire and inform consumers
- Develop layout and production design for advertisements, brochures, magazines, corporate reports, investor presentations, etc.
- Liaison with clients to determine requirements and budget

### **Pasadena Maple Leafs, Pasadena, CA**

**August 2018 – Present**

#### *Hockey Coach*

- Coach games, practices, and dryland workout sessions for 60+ youth hockey players age 4-14
- Manage team schedule and coordination with players, coaches, and parents
- Private lessons and skill assessment

### **Freelance Music Producer Management, Los Angeles, CA**

**August 2018 – Present**

#### *Producer Management*

- Executed communication, coordination, and project management for global-tier music festival Lost Lands
- Managed schedule and roadmap for production, growth marketing, creative direction, and sound engineering
- Developed and designed producer websites

### **SimpleForms, San Diego (remote), CA**

**June 2018 – March 2019**

#### *Technical Product Manager and Software Developer*

- Implemented UX/UI design, prototyping, frontend engineering, and software development
- Performed QA testing, review, bug reporting
- Orchestrated product management and ownership
- Oversaw project management and Jira maintenance
- Monitored user analytics
- Provided customer support
- Established marketing materials
- Performed user prospecting and user tests

### **CardinalHire, San Francisco (remote), CA**

**August 2018 – October 2018**

#### *Account Manager and Technical Recruiter*

- Implemented outbound marketing
- Identified top candidates for clients' open positions
- Contacted candidates via phone and email, built rapport, explained job opportunities and gathered key information
- Submitted candidates to clients, guaranteed a optimal fit for the position and company
- Oversaw scheduling and communication for interviews, offers, and hiring

**SVAcademy, San Francisco (remote), CA****July 2018 -September 2018***Business Development Representative Fellowship*

- Selected in the top 3% of applicants for competitive Business Development Fellowship offered to high potential individuals preparing for an SDR role in SaaS
- Mentored 1:1 by Crystal Henrickson, Career and Leadership Coach at Talent Collective Co.
- Mentored 1:1 by Erin Piotrowski, Communication Coach at SVAcademy
- Trained and tested on workflow, social selling strategies, and sales tools, e.g. Salesforce, NOVA, ConnectAndSell, LinkedIn Sales Navigator, Vidyard
- Rigorously trained in SVA's Conversational Selling Methodology for SDRs
  - 300+ hours of classroom work and independent/group projects supervised by trainer and coaching team
  - SDR challenges: nurturing coachability through growth mindset approach; building strategies for empathizing with prospects and challenging them through strategic questions; developing and practicing a natural, question-based sales call flow; writing personalized, actionable, clear, and empathetic prospecting emails; and strategically organizing daily tasks for effective results
  - EQ challenges: developing self-awareness, developing empathy, understanding multiple perspectives, sustaining motivation through obstacles, giving and receiving feedback, and implementing strategies for self-regulation, particularly through experiences of rejection when prospecting

**Rave Bae Collective, Los Angeles (remote), CA****August 2017 – January 2018***CEO*

- Sole founder and owner of e-commerce retail store for women's clothing
- Demonstrated entrepreneurship, UX/UI design, built frontend and backend for website, researched market and products, established partnerships with suppliers, fulfilled orders, provided excellent customer service, deployed marketing strategies, streamlined profit-making process

**Personal Fitness Training, Berkeley, CA****August 2015 - December 2017***Personal Fitness Trainer and Life Coach*

- Trained single clients and small groups to set and reach fitness goals with personalized gym strategies and nutrition plans
- Allocated 10% of time towards motivational coaching and career path exploration for clients

**Intuit, San Diego, CA****May 2016 - August 2017***Technical Product Manager and Software Engineer Intern*

- Improved the development of Intuit's tax preparation software, TurboTax; built frontend, UX/UI, and end-to-end web applications; conducted rapid prototyping and script manipulation
- Facilitated a positive tech culture and work atmosphere, resulting in efficient development of 3 internal tools within a quarter; implemented Agile Methodology for facilitating meetings, roadmapping, prioritization, and deep dive design; presented application demo to shareholders
- Allocated 10% of time to being a University Ambassador, performing new hire introductions, university event planning, intern onboarding and recruitment, graphic design, and producing company newsletter

**Los Angeles Metro, Los Angeles, CA****June 2015 - August 2015***Engineering Project Management Intern*

- Expedited Engineering Project Manager in overseeing projects, tracking change orders, consulting engineering materials, budgeting, allocating resources, facilitating meetings, and analyzing data, resulting in the timely completion of 3 government projects valued at over \$2B

**Child, Pet, and Property Care, Los Angeles, CA****January 2006 - August 2015***Personal Assistant*

- Provided babysitting and child development services for epileptic clients, including cooking, cleaning, bathing, toilet training, teaching, drop-off/pick-up driving, and medical care
- Guaranteed excellent animal care, including feeding, bathing, walking, training, maintaining of animal's physical and emotional satisfaction
- Ensured dependable property care, including mechanical, plumbing, electrical, maintenance

**Rhine & Roth Construction, Pasadena, CA****January 2013 - January 2014***Contractor Assistant*

- Advised Lead Project Contractor on project management, component design and review, client communication, and administrative tasks, resulting in time and money saved by having more focus dedicated to intricate, time-consuming tasks

**Mallcraft General Contractor Engineering, Altadena, CA****July 2013 - August 2013***Project Management Intern*

- Managed contractor bids; acted as communication liaison between contractors and management team; oversaw project budgeting, resource allocation, data entry and analysis; optimized quality and cost by managing contractor bids
- Delivered reliable computer technician services, including hardware and software troubleshooting, resolution, and maintenance

## EDUCATION

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### **University of California, Berkeley, CA**

Bachelor of Science – Materials Science and Engineering with Concentration in Mechanical Engineering

- College of Engineering
- President - Cal Super Mileage Vehicle Team
- Vice President - Phi Sigma Rho Engineering Sorority
- Society of Women Engineers
- Cal Startup Entrepreneur Network
- CalSol Solar Vehicle Team
- Chemical Engineering Car Team
- Hosted and participated in hackthons

### **Harvard University, Cambridge (Remote), MA**

Professional Certificate – Computer Science for Web Programming (Audit)

- Computer Science and Programming
- Web Applications, iOS, Android, API, Games
- C, Python, SQL, Data Structures, Git, Testing, CI/CD, Scalability, Security
- Django, React, Bootstrap, HTML, CSS, SASS

### **University of Maryland, A. James Clark School of Engineering, College Park (Remote), MD**

Professional Certificate – Product Management (Audit)

- Product Management Fundamentals - project management
- Managing innovative product teams - business, design, engineering
- Business - marketing challenges, commercialization, customer development
- Design - UX, design life cycle, customer needs, product specifications, prototyping,
- Engineering - development life cycle, assessing, Agile, version control, testing

## SKILLS & TOOLS

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### **Technical**

- React JavaScript, Bootstrap, HTML, CSS, Matlab, C, Python
- Elementary proficiency in JSON, Perl, Shell, Swift, Java
- Jira, Aha!, Microsoft Office, Adobe Creative Cloud
- Sketch, Zeplin, InVision, AutoCAD, Solidworks
- Computer aided design, engineering prototyping, material production, data analysis

### **Soft**

- Exhibits high emotional intelligence, deep empathy, self-awareness and regulation
- Effective multitasking and time management, exceptional working stamina, excels with minimal instruction
- Utilizes multiple perspectives, cultivates open-mindedness, responds positively to feedback, upholds integrity
- Complex problem-solver, leader, team-oriented, analytical, decisive, creative, influential

### **Personal**

- Professional and Junior Olympics hockey, collegiate boxing and martial arts
- Sophisticated musician, artist, and poet
- Novice Pilot Student

## REFERENCES

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**Anna Richo** – Corporate Senior Vice President, General Counsel, Chief Compliance Officer and Corporate Secretary, Cargill (asrmom7@aol.com)

- 30+ years of law, extensive experience in compliance and business ethics, intellectual property and corporate litigation.
- Executive vice president and general counsel at UCB, a biopharmaceutical company
- Served as senior vice president and chief compliance officer at Amgen, a global biotechnology firm, and as chief litigation counsel, associate general counsel and vice president of law at Baxter Healthcare
- Broad international experience extends throughout Europe, Latin America and Asia

**Diana Le** – Principal UX Robotics Product Designer and Co-Founder, Brain Corporation and SimpleForms (di@ux.run)

- Creative tech junkie that revels in designing products, experiences and interfaces for robots, games and applications
- Co-inventor on 2 robotic/AI patents

**Alex Balazs** – Vice President Chief Architect, Intuit (alex\_balazs@intuit.com)

- Seasoned Engineering Leader delivering resilient, scalable and high-quality applications and services