

## WORK EXPERIENCE

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**Workshop Facilitator and Organizer**, *Women's Health Unleash Hacks* Jun 2024

**Graphic Designer**, *EY Seren x RCA report* Apr. 2024 - May 2024

**Service Design Consultant**, *CATCH22* Oct. 2023 - Feb. 2024

- Built a new method that shifted progress measurement from self-reported scores to capturing "micro-achievements," receiving commendations from Juda Armani, a leader in the field.
- Generated actionable insights that evaluated product experiences of the measuring impact tool and fueled ideation by using qualitative research methods (8 interviews, 6 workshops with ex-prisoners and Catch22 staff).

**User Experience Designer**, *Stellantis* Sep. 2022 - Sep. 2023

- Using Figma, Overflow, and Teams, within a design team of 8+ members, I prototyped and built end-to-end user journeys for 4 remote control mobile app features, resulting in a reduction of over 80 percent in onboarding time.
- Using user research and testing methods (20+ interviews, 1 focus group, 6 benchmarks, 40+ usability tests, and 2 surveys), I advocated for and created one new core feature while implementing over 20 small but important changes.
- Created design guidelines for haptic feedback implementation by leading a comprehensive study on haptic feedback integration within the radio app in collaboration with the RD team. Presented the results to the entire Digital Factory.
- Designed the user journey for an NFC-based app launch in the car's built-in smartphone holder (sole designer) with the engineering team.

**User Interface Designer**, *Stellantis* Sep. 2021 - Sep. 2022

- Assisted the lead UI designer at PSA in creating a multi-brand design system with over 1,000 UI components, ensuring pixel-perfect functionality and quality, and guiding system adoption across designers, developers, and brands.
- Created a detailed library of 300+ brand-specific elements, significantly impacting design consistency across projects.

## EDUCATION

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**Service Design MA**, *Royal College of Art* Sep. 2023 - Aug. 2024

- Learned human-centered design, project management and complex systems.
- Participated in many end-to-end projects with cross-disciplinary teams for company clients.

**Entrepreneurial Innovation, MBA Elective**, *Wicked Labs x MBARI (Research Institute)* Jun. 2024 - Jul. 2024

**Entrepreneurial Venture MBA Elective**, *Imperial Business School* Feb. 2024 - Jun. 2024

- Created a prototype and pitch presentation for an AI solution for small businesses, resulting in 2nd place, a £2,500 prize, and an ongoing pilot launch. I collaborated with MBA students and an external developer as the sole designer. Led 80+ interviews with potential clients and domain experts.
- Completed coursework in venture capital, A/B testing, project management, and business development.

**Behavioral Economics MBA Elective**, *London Business School* May 2024 - Jun. 2024

**Digital Experience Design BA**, *École de Design de Nantes Atlantique* Sep. 2020 - Jun. 2023

## DESIGN PROJECTS AND AWARDS

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**Neurodiversity in Retail Experiences**, *Royal College of Art Neurodiversity Society* May 2024 - Jul. 2024

- In a team of two, using guidance from an ex-IDEO mentor, we created the project brief, scope, and research plan. We designed hypotheses and led studies that examined user behavior through 100+ interviews, 2 shadowing fieldwork sessions, and 2 participatory workshops, resulting in a portfolio of solutions validated by the jury.

**Student Design Award**, *Royal Society of Art x Google Deep Mind* Mar. 2024

- Secured a position as a top 5 finalist (out of over 200 entries) recognizing groundbreaking applications of AI in design to empower communities in tackling local challenges related to climate change.

**Design Jam - Awarded Winner**, *Sport England x Innovation Unit* Mar. 2024

**Women in Tech Advocacy**, *Capgemini* Dec 2022 - Jun 2023

- Conducted research and developed activity programs to promote technology careers among middle school girls.
- Reached out to companies, securing support and resources from Capgemini.