

Product Designer / User Experience Designer

## Experience

### Bornbir

Product Designer | Jul '20 - Present

Led the heuristics evaluation process for core UX/UI overhaul. Currently redesigning booking experience for parent users to increase user conversion.

### Unbroken Promise Initiative

UX Researcher & Designer | Sep '20 - Dec '20

Conducted door-to-door interviews with West Village residents in Ithaca. Created infographics of consolidated interview data for UPI's website.

### AIA Vitality

Product Design Intern | Jun '18 - Aug '18

Conducted market research for product benchmarking. Developed a redesign proposal for AIA Vitality app to increase user engagement.

## Projects

### Fisheye Surf

Freelance UX/UI Designer | 2020

Leading creative direction for branding of fisheyesurf.com. Redesigning home, search & photographer page.

### Waffle TV

Freelance Game UX/UI Designer | 2020

Designed UX flows & UI elements for Virtual World feature on Waffle TV's mobile app (beta).

### SENZA Music

Freelance Brand Designer | 2018 - 2019

Led creative direction for branding of SENZA, an EDM artist with 35k + plays on Soundcloud. Designed logo, album covers & assets for Twitch, Soundcloud & Facebook.

## Education

### Cornell University

M.P.S. Information Science '21

B.S. Information Science '20

B.S. Communication '20

## Skills

UX, Ideation & Workflow

Visual & UI Design

Rapid Prototyping

Product Thinking

Brand Design

Visual Communication

Qualitative Analysis Methods

Hip-Hop dancing

## Software & Apps

### Design

Figma

Origami

Sketch

Photoshop

Invision

Illustrator

Framer

After Effects

### Development

HTML

GitHub

CSS

Python

VSCode

### Others

Microsoft Office Suite

Google Workspace