

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 - Present

Conducted door-to-door interviews with West Village residents. Currently creating data visualizations of analyzed 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 | Present

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