

PROFESSIONAL EXPERIENCE

IVORYCREATIONS, LLC (IVORYDIGITALHUB)

MAR 2021 – PRESENT

FOUNDER / PRODUCT DESIGNER

- Developed an effective marketing strategy, which achieved an outstanding 4.4% conversion rate, resulting in a staggering 2,880% increase in online store visitors within a mere six-month period
- Designed digital products for tablet, phone, and desktop devices, starting from concept to final release
- Implemented design systems and guidelines, ensuring consistency and scalability across all digital platforms
- Conducted user research and usability testing to inform product decisions

LIPTALK, INC (WEWAVE APP)

FEB 2021 – JUL 2022

LEAD UI/UX DESIGNER

- Launched MVP from scratch within 6 months, acquiring over 10,000 sign-up users
- Achieved a total growth of +1,167% for the final version
- Led the design team to design a web-based fintech investing platform under Agile methodology
- Built a design system and UI component library, creating user interfaces and ensuring user experience across both web and mobile platforms
- Incorporated valuable user feedback into the final product by working closely with cross-functional teams

FREELANCE

FEB 2017 – DEC 2019

GRAPHIC DESIGNER

- Collaborated with clients to understand their needs and delivered design solutions that met client's objectives
- Maintained effective communication with clients throughout the design process, incorporating their feedback and making revisions as needed to ensure their satisfaction with the final product

IBENZER, INC

DEC 2015 – JAN 2017

LEAD GRAPHIC DESIGNER

- Supervised a team of four individuals to develop a novel product and received CES Innovation Awards
- Collaborated closely with marketing and supply chain teams to identify design requirements and provide design solutions that met the company's vision
- Trained and supervised multiple design interns, improving the overall design process and delivering consistent designs
- Designed product cover photos and packaging to improve product sales, and reached best-selling product on Amazon Marketplace

EDUCATION

B.A. STUDIO ARTS

University Of California
Santa Cruz

SEP 2018 – DEC 2019

San Jose City College
JAN 2017 – SEP 2018

Queensborough
Community College
SEP 2013 – DEC 2015

CERTIFICATIONS

GOOGLE UX DESIGN

Google
DEC 2022

VISUAL ELEMENTS OF UI DESIGN

CalArts
SEP 2022

AWARDS

CES INNOVATION AWARDS

CES
JAN 2017

TOOLS

Figma
Jira
Invision
Miro
Sketch
Adobe XD
Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Premiere

CODING

HTML 5
CSS
JavaScript