

After 8 years as a graphic designer, I shifted my career to UI/UX design due to the pandemic and my involvement in a tech startup and my own business. I realized that becoming a product designer would benefit my new role and I enjoy seeing projects through from start to finish. Check out my portfolio for more on my journey.

IVORYDIGITALHUB
IVORYCREATIONS, LLC

FOUNDER
MAR 2021 – PRESENT

WEWAVE APP
LIPTALK, INC

LEAD UI/UX DESIGNER
MAY 2021 – JUL 2022

UI/ VISUAL DESIGNER
FEB 2021 – MAY 2021

FREELANCE

GRAPHIC DESIGNER
FEB 2017 – DEC 2019

IBENZER, INC

LEAD GRAPHIC DESIGNER
DEC 2015 – JAN 2017

- Founded IvoryDigitalHub and championed all aspects of the business, from product development to marketing and business operations.
- Revolutionized the marketing strategy and achieved a remarkable 4.4% conversion rate, resulting in a staggering 2880% increase in online store visitors within a mere six-month period.

- Directed the design team in creating the user interface for both desktop and mobile web platforms, while actively collaborating with cross-functional teams to incorporate valuable user feedback into the final product.
- Prioritized product roadmap with developers, aligning the product vision with the user needs and business strategy.
- Designed and launched the WeWave platform from scratch within 6 months, acquiring over 10,000 sign-up users.

- Designed brand identity logo and developed design systems that aligned with the company's values and goals.
- Presented wireframe prototypes to stakeholders, incorporating feedback to refine designs and ensure usability.

- Collaborated with clients to understand their needs and delivered design solutions that met clients' 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.

- Led designed team of 4 to develop a brand new product and received CES innovation awards.
- Collaborated closely with marketing and supply chain teams to identify design requirements and provide design solutions that met company's vision.
- Trained and supervised multiple design inters, 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
SKETCH
ADOBE XD
ADOBE INDESIGN
ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP
ADOBE AFTER EFFECTS
ADOBE PREMIERE

CODING

HTML 5
CSS 3
JAVASCRIPT