

## 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

FEB 2017 – DEC 2019

#### 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