

## RELEVANT EXPERIENCE

### Colgate-Palmolive (ShopSmiles), UX Intern

JUL - SEP 2022

- Using past audits, redesigned product cards for Colgate's e-commerce design system to reduce component variation from 6 to 3 and boost accessibility for WCAG 2.1 standards.
- Interviewed 7 whitening care users via Dscout to craft a corresponding persona. Synthesized and handed-off insights to restructure the product description page (PDP).
- Communicated weekly with Marketing, PMs, and Engineers. All designs now shipped.

### GoodNotes, Project Mentor

JAN - MAY 2022 | Contract (via Berkeley Innovation)

- Led four student designers in prototyping new product features (Tags, Reminders) for GoodNotes to increase users' confidence levels when studying.
- Helped interview 15+ students and generate 10+ design flows and wireframes.
- Managed weekly stakeholder communication via Slack and Zoom. Delivered the final presentation and solution on Loom for the company's internal demo day.

### Playbook, UX Research Consultant

SEP - DEC 2021 | Contract (via Berkeley Innovation)

- Researched pain points of cloud storage platforms used in the classroom. Conducted 16 interviews, 14 diary studies, and a cognitive walkthrough to generate 10+ user flows.
- Coordinated and designed marketing assets using Adobe Illustrator and Figma for a 30+ attendee seminar introducing Playbook and its features to UC Berkeley creatives.

### Food52, Product Design Consultant

FEB - MAY 2021 | Contract (via Berkeley Innovation)

- Revamped Food52's community experience by designing 0-to-1 an end-to-end mobile app tailored to the user journey, aiming to increase user engagement.
- Benchmarked 6 competitors, conducted 14 interviews and 7 usability tests of our design.

## INVOLVEMENT

### Berkeley Haas School of Business, Design & Web Assistant

APR 2020 - PRESENT | Part-time

- Using Adobe Illustrator and Figma, designed graphics for LinkedIn and blog posts and 1,464 icons for promotional emails. Currently creating e-books on Foleon from old PDFs.

### Introduction to Photoshop/Illustrator, Course Instructor

AUG 2020 - MAY 2023

- Over the course of 3 semesters, taught 80+ students the basics of Adobe Photoshop and Illustrator for the student-led UC Berkeley course DESINV 198.

### Berkeley Innovation, Education Director

MAY 2022 - DEC 2022

- Developed and taught a 10-week user-centered design curriculum for ~15 new student designers, teaching topics from user research to prototyping on Figma.

### Innovative Design, President

DEC 2021 - MAY 2022

- Lowered the barrier of entry to Berkeley's design community by founding beginner-friendly teams, increasing membership by +23% and Instagram followers by +6%.
- Spearheaded onboarding resources, an alumni network, and a club-wide Notion page, invoking +56% officer applications. With USC, began a new chapter of the club in UCLA.

## EDUCATION

### University of California, Berkeley

AUG 2019 - MAY 2023,  
DEAN'S HONORS LIST

B.A. Psychology  
B.A. Media Studies, Digital Media

### Relevant Coursework

Web Design, Social Psychology, Virtual Communities & Social Media, Video Games & Playful Media, Principles of Business, Foundations of Data Science, Digital Video Production

## SKILLS

### Design

Product Design, Interaction Design, Prototyping, Wireframing, UX Research, Usability Testing, Design Systems, Graphic Design, Video Editing

### Tools

Figma, Adobe CC (Illustrator, Photoshop, Premiere Pro, InDesign), Webflow, Dscout  
HTML/CSS, JavaScript, Python, R

## ACCOLADES

### TreeHacks 2023, Honorable Mention, Hack to Connect with Others Through Food

FEB 2023

### CMYK x Bay Area Rapid Transit (BART) Designation, First Place

NOV 2020

