

EXPERIENCE

Colgate-Palmolive (ShopSmiles), UX Intern

JUL - SEP 2022

Initiated a UX overhaul by redesigning product cards for Colgate's eCommerce design system to meet WCAG 2.1 standards, **reducing redundant components** and the site's **bounce rate by ~20%** since January 2023. Restructured the information architecture (IA) of ShopSmiles' product description page (PDP) from interviewing **7** whitening care users.

GoodNotes, Lead Product Designer

JAN - MAY 2022, Contract

Led the design and conceptualization of Tags and Reminders in collaboration with Sr. Designers to help users feel confident when studying with the hand-written note-taking iOS app. Conducted **15+** user interviews and usability tests, ultimately receiving positive feedback from **86% users**. Later invited to deliver the final solution to the **entire company** on Loom for GoodNotes' demo day.

Playbook, Product Designer

SEP - DEC 2021, Contract

Uncovered users' pain points when collaborating & sharing visual files on Playbook, a cloud storage start-up designed for creatives. Created user flows from **6** interviews, **14** diary studies, and a cognitive walkthrough. Communicated weekly with the CEO and Founding Engineer.

Food52, Product Designer

FEB - MAY 2021, Contract

Designed **0→1** a mobile Food52 app and **built its design system & IA**, incorporating the previously segmented community as a holistic experience to increase user engagement and interaction. Benchmarked 6 competitors, conducted **14** interviews & **7** usability tests of our design.

Berkeley Haas School of Business, Design & Web Assistant

APR 2020 - DEC 2023, Part-time

Created social graphics for the MarCom department while updating blog content to current design guidelines. Designed **1,400+** icons for use in emails sent to prospective MBA students.

INVOLVEMENT

DESINV 198, Course Instructor

AUG 2020 - MAY 2023

Led the Introduction to Adobe Photoshop & Illustrator class, teaching a total of **80+** students.

Berkeley Innovation, Education Director

MAY 2022 - DEC 2022

Developed & taught an interactive 10-week human-centered design curriculum to **15** students while leading design workshops for **50+** members.

Innovative Design, President

DEC 2021 - MAY 2022

Overlooked the logistics of UC Berkeley's premier creative agency of **100+** members, resulting in a **record-low turnover rate**. Lowered the barrier of entry to Berkeley's design community by founding beginner-friendly teams, increasing interest in membership by **+23%** and Instagram followers **+6%**. Spearheaded onboarding resources, an alumni network, and a club-wide Notion page. With USC, began a new chapter of the club in UCLA.

EDUCATION

University of California, Berkeley

AUG 2019 - MAY 2023

GPA 3.91, DEAN'S HONORS LIST

B.A. Psychology

B.A. Media Studies, Digital Media

SKILLS

Design

Product Design, Interaction Design, Prototyping, Wireframing, User Research, Usability Testing, Design Systems, Responsive Design, Visual Design, 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

