



EXPERIENCE

UX Designer, **Bessy**

Jan 2024 - Now, Part-time

Building **0→1** the design specs, system, and UX architecture for an early-stage fashion social media start-up in collaboration with Engineering, Data, and Product. Details are confidential.

UX Design Intern, **Colgate-Palmolive**

Jul - Sep 2022

Initiated a **UX overhaul** by redesigning product cards for the eCommerce design system to meet WCAG 2.1 standards, **reducing component variations** and the site's **bounce rate by ~20%** since Jan 2023. Interviewed **7** whitening care users to restructure the information architecture of ShopSmiles' product description page (PDP).

Lead Product Designer, **GoodNotes**

Jan - May 2022, Contract

Led the design and conceptualization of Tags & Reminders in collaboration with GoodNotes' Sr. Designers to help users feel confident when studying with the app. Conducted **15+** user interviews and usability tests, receiving positive feedback from **86%** users. Later invited to virtually deliver the final solution to the entire company on GoodNotes' internal **Demo Day**.

Product Designer, **Playbook**

Sep - Dec 2021, Contract

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

Product Designer, **Food52**

Feb - May 2021, Contract

Designed **0→1** a mobile Food52 app and design system & architecture, incorporating the previously segmented community as a holistic experience to increase user engagement and interaction. Conducted **14** interviews and **7** usability tests of our design.

Design & Web Assistant, **Berkeley Haas**

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.

EDUCATION

University of California, Berkeley, B.A. Psychology, B.A. Digital Media Studies

Aug 2019 - May 2023, GPA 3.9/4.0

Course Instructor for **DESINV 198**, teaching the basics of Adobe Photoshop and Illustrator to 80+ students.

Education Director of **Berkeley Innovation**, developing and teaching an interactive human-centered design (HCD) curriculum to the members of Berkeley's HCD consultancy. Led bi-weekly design workshops for 50+ members.

President of **Innovative Design**, lowering the entry to Berkeley's design community by founding beginner teams in the premier creative agency of 100+ members. Generated a record-low turnover rate, and began a new chapter in UCLA.

SKILLS

Tools

Figma, Adobe CC (Illustrator, Photoshop, Premiere Pro, InDesign), Webflow, Dscout

HTML/CSS, JS, Python, R

Design

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