

EXPERIENCE

Web Design Intern | Cultured Kids Cuisine

New York, NY (Remote) | June 2022 - Present

- › Lead a team of web designers in redesigning company website, with result of **27% increase in site traffic**.
- › Merged team's individual wireframes into a master template to create a unified look while maintaining each member's original style.

Executive Board Member | Innovative Design @ USC

VP of Finance | Los Angeles, CA | Aug 2022 - Present

- › **Implemented a structured system** to manage club finances both with professional clients and internal transactions.

Marketing Team Member | Los Angeles, CA | Jan 2022-May 2022

- › Created and advertised new recruitment theme graphics for club, resulting in highest number of applications up to date. Marketed club events through social media posts and as a team, **increased user engagement by 156%**.

PROJECTS

Cora | Lavalab @ USC

Product Designer | Los Angeles, CA | Feb 2022 - May 2022

- › Collaborated with a team of developers and product manager to create an emotional regulation toy that aids children in their emotional development.
- › Wireframed and prototyped app layout, created logo and branding, and designed pitch deck for final pitch of product.

Honeybud | Avocademy Designation 2022

Product Designer | (Remote) | May 2022

- › **Placed 1st out of 208 teams.** Created and prototyped a mobile wedding budgeting app with goals to improve financial literacy.
- › Implemented collaborative financing and customizable budget estimation features to aid in common wedding obstacles.

EDUCATION

University of Southern California

B.S. Computer Science
Business Administration

May 2024

USC Presidential Scholarship

SKILLS

Technical

Figma
HTML/CSS
Python
C++
Microsoft Suite
Google Suite

Design

UX/UI Design
Branding
Social Media Marketing
User Flows
Wireframing
Prototyping

CONTACT

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