

Education

The University of North Carolina at Chapel Hill

May 2023

Bachelors of Science of Public Health in Psychology and Nutrition, Minor in Chemistry - GPA: **3.74**

Related Coursework: *User Experience Design and Usability, Statistical Research in Psychology, Principles of Statistical Inference*

Technical Skills

Design: Figma, AdobeXD, Adobe Illustrator, Canva, Sketch, WordPress, Wireframing, High/Low-Fidelity Prototyping

Research: Surveys, Usability Testing, User Interviews, Card Sorting, A/B Testing, Study Plans, Reports, Personas

Data + Tools: Python, R, SPSS, HTML, CSS, Excel, Qualtrics, Jotform, MailChimp

Work Experience

Google

Remote

Google UX Design Professional Certification

May 2022 - Present

- Created empathy maps, personas, user stories, and user journey maps to understand user needs and identify pain points.
- Conducted user research via moderated usability study on 5 participants to understand user interaction on low-fidelity prototypes while utilizing affinity mapping to diagram common themes and identify design and accessibility issues.
- Built a high-fidelity prototype for a digital florist mobile app using Figma, incorporating the Material Design 3 system, and leveraging the Gestalt Principles to optimize design for target users and address accessibility requirements.
- Redesigned Microsoft Bing homepage as a responsive web application using AdobeXD and FluentUI Design System by applying Hick's Law to reduce overall complexity and applying cognitive bias principles to alleviate user pain points.

Aon

Seattle, WA

Health and Benefits Consulting Intern

June 2022 - August 2022

- Conducted a Gap Analysis for the City of Portland to increase well-being and DEI efforts for 6,900 employees through qualitative research and outlining different vendor programs and services to identify disparities and inequities.
- Synthesized results from a Request for Proposal (RFP) that mapped out various lines of insurance coverage to determine the competitiveness of a \$250M energy company's current offerings and offer insights for improvement.
- Designed a DEI opportunity analysis template providing guidelines for companies to assess their employee benefits and ensure the appropriate provision of LGBTQI+ care including fertility, mental health, and transgender services.
- Facilitated the disbursement from a \$17M Rate Stabilization Fund among 55,000 teachers across Washington State by managing inquiries, requesting stop pays, and issuing checks.

World Health Organization

London, UK

Crowdsourcing Research Assistant

Feb 2021 - Nov 2021

- Developed a practical guide and scoping review outlining crowdfunding and public engagement for researchers in low and middle-income countries by reviewing literature, developing a SWOT Analysis, and completing Risk of Bias tables
- Drafted an informational video, explaining crowdfunding and public engagement, that reached audiences in LMICs
- Managed an email marketing campaign via Mailchimp to promote and recruit peer reviewers for the practical guide and

Scotland Medical Center

Laurinburg, NC

Digital Media Coordinator

Jul 2019 - Present

- Designed and created a website and Facebook page for a medical clinic that serves 5,000 patients in over 5 counties
 - Relayed vital information to clinic patients regarding health and wellness on COVID-19 and nutrition
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Projects

'Bloom' Florist App | *Figma, Material Design 3, Material Icons, Blush,*

- Designed a mobile app for a florist that facilitates the entire end-to-end digital retail experience from browsing to pickup.

HackNC WolframAlpha Award - The Homework REPL | *Python, Jupyter, Regular Expressions*

- Co-developed a declarative programming language to solve math problems using basic english syntax to help high school students with their homework and provide an introductory language for exposure to computer programming.