

Experience

Product Designer II

Sep '23 - Present

Grubhub

- Led the Tiered Accounts project, an enhanced account structure that allows the Customer Success team more easily onboard larger clients with a tiered structure to Grubhub Corporate Accounts, which unlocked an annual estimate of \$1.2M in Gross Food Sales and reduced the time it takes to create a parent account with 50 child accounts by 95%
- Improved Corporate Account's line of credit flexibility by simplifying meal credits set-up and people assignment, and enhancing credit event duration and repeating frequencies, which unlocked an annual estimate of \$5M in Gross Food Sales
- Streamlined Grubhub's design system library with components, properties and auto-layouts to improve the consistency and scalability of the B2B Corporate's product suite and its future projects

Product Designer

Jul '22 - Aug '23

JPMorgan Chase

- Spearheaded the end-to-end design of balance and transaction reports for clients with accounts in both Chase Connect and JPMorgan Access to streamline the report creation process
- Drove product strategy for a new banking platform specific for startups and mid-size companies. Designed the platform's reports, statements and account visibility, including long-term vision and short-term functionality enhancements, and obtained over \$250M in funding
- Led the enrollment for connecting client's ERP systems to JPMC for improving data security and business efficiency by 22%
- Designed and researched for ERP marketplace to better introduce ERP integration with JPMC products and increase integration rate by 40%

HCI Researcher

Dec '20 - Nov '21

Northwestern Delta Lab

- Propelled research forward on improving community bonding at distance with HCI research methodologies as part of an agile-based team
- Performed both strategic and tactical research for social experience study with 14 participants. Developed research artifacts, like user personas and journey maps, to communicate to stakeholders for funding, which was well received and awarded with a \$1,000+ grant
- Designed a social media mobile app of 20+ screens for usability testing with KPIs, like task success rate and time-on-task
- Co-wrote paper on the research and impact, which was published and presented at CSCW 2021. The paper was downloaded over 200 times

Freelance Project

Mobility data of fitness app users

- Designed features for Arity to incorporate their software development kit into existing fitness apps and gather highly predictive insights about the way fitness users move. Gained mobility data of 95 million active users

Education

M.S. Engineering Design Innovation

Northwestern University

Graduate HCI Researcher under Haoqi Zhang
Thesis Project: ChowDown

B.F.A. Product Design with Honors

University of Southern California

Minor in Computer Programming
Senior Thesis: Zima Mirror

Skills

Visual Design
Interaction Design
Product Strategy
User Research
Journey Mapping
Information Architecture
Sketching & Wireframing
Prototyping
Usability Testing
Accessibility Design
Design System
Collaboration
Storytelling

Design

Pen + Paper	Photoshop
Figma	Illustrator
Sketch	InDesign
InVision	After Effects
Axure RP	Rhino 3D

Programming

html + css + js	PHP
jQuery	