

## Experience

### Senior Product Designer

Jul '22 - Present

#### 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 \$250 million 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

### UX Design Intern

Jun '21 - Aug '21

#### Epsilon

- Led research on how users view project statuses and performative metrics on PeopleCloud to increase efficiency by 30%
- Re-designed the system settings to make it easier for users to assign roles and permissions on PeopleCloud Customer
- Collaborated with 7 fellow interns on in-app messaging strategies for a food service company to increase conversion rate by 18%

## Projects

### ChowDown

Sep '21 - Mar '22

- Created a food management app that helps young adults use up food in their pantry
- Showcased a Master's thesis presentation on the research, design explorations and the final product

### Meerkat

Sep '21 - Dec '21

- Designed a project management platform to store, visualize, and connect insights for design innovation teams
- Pitched MVP to Product Managers from companies, like Uber and Loam

## Education

### M.S. Engineering Design Innovation

#### Northwestern University '22

Graduate HCI Researcher under Haoqi Zhang  
Thesis Project: ChowDown

### B.F.A. Product Design with Honors

#### University of Southern California '20

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	