

Experience

Product Designer II @Grubhub

Sep '23 - Present

- Initiated Grubhub's line-of-credit flexibility strategy by simplifying meal credit setup, streamlining user assignment, and refining credit event scheduling—retaining over \$17M in annual spend and unlocking \$7M in Gross Food Sales.
- Spearheaded the launch of merchant and item category restrictions, preventing misuse of meal credits at non-food merchants while providing clear user guidance, which retained over \$50M annually and reduced credit misuse by 50%.
- Led the Tiered Accounts initiative, enabling seamless onboarding of large enterprise clients with a structured account setup—unlocking \$1.2M in annual Gross Food Sales and reducing parent-child account creation time by 95%.
- Directed cross-functional workshops to tackle complex design challenges, enhanced Grubhub's design system by refining components, properties, and auto-layouts—improving scalability, consistency, and developer handoff, and leveraged AI-driven insights for copy refinement using Gemini.

Senior Product Designer @JPMorgan Chase

Jul '22 - Aug '23

- Drove product strategy for a new banking platform tailored to startups and mid-size companies, designing reports, statements, and account visibility features—contributing to over \$250M in funding.
- Led end-to-end design of balance and transaction reporting for Chase Connect and JPMorgan Access—resulting in a 30% increase in report creation and a 53% reduction in creation time.
- Piloted the ERP enrollment process for Chase Connect, boosting data security and increasing efficiency by 22%. Led the discovery and design of an ERP marketplace, improving integration visibility and step-by-step onboarding—resulting in a 40% increase in ERP adoption.

Human-Computer Interaction (HCI) Researcher @Delta Lab

Dec '20 - Nov '21

- Conducted HCI research on enhancing community bonding at a distance as part of an agile team. Led strategic and tactical research for a social experience study with more than 20 participants, developing user personas and journey maps that secured an over \$1K grant.
- Designed a social media app that detects user contexts and prompts collective storytelling, validating the design through usability testing with a more than 20 screen prototype using KPIs like task success rate and NPS.
- Co-authored and published a CSCW 2021 paper on collaborative research—downloaded over 550 times and cited 4 times.

Product Designer @CollegePrep

Mar '18 - Mar '20

- Led a team in crafting visual design assets, including logos, marketing graphics, and a design system for the UX team. Drove the development of CollegePrep's main website, ensuring a responsive experience across web, tablet, and mobile.
- Spearheaded the end-to-end design of CPrep.org, a competitive programming coaching platform. The launch led to more than 300 user sign-ups in the first week, and contributed to a 40% conversion rate from homepage visits to onboarding.

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

Skills

Competency: Interaction Design, Product Strategy, Visual Design, User Research, Journey Mapping, Information Architecture, Sketching & Wireframing, Prototyping, Usability Testing, Accessibility Design

Design + Research: Figma, UserTesting.com, Asana, Photoshop, Illustrator, InDesign, After Effects, AxureRP, Rhino 3D

Programming + AI: HTML, CSS, JavaScript, GitHub, jQuery, PHP, Gemini