

## Experience

### Product Designer II

Sep '23 - Present

#### Grubhub

- Led the Tiered Accounts project, a new flow that allows large corporate clients with two-tiered structure to better manage their enterprise accounts and allow employees to order food through Grubhub, which resulted in an increase of \$2M in Gross Food Sales
- Expanded the new consolidated platform between the food delivery accounts for small businesses and large corporates to ensure that all client types get a shared benefit of the Corporate offerings without duplicative work needed
- Enhanced 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 '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	