

WORK EXPERIENCE

Web Designer

UCSB Dept. of Recreation

Nov. 2020 – present

- Facilitated website redesign, with an emphasis on maintaining a consistent visual identity and implementing intuitive page layouts, ultimately increasing website clickthrough traffic by 50%
- Established a design system which implemented feedback on pain-points from in-depth user interviews and standardized designs across 60 pages

Visual Design Intern

F*ck It Denim

May – Aug. 2021

- Designed low and high fidelity wireframes to promote product launch
- Conducted user research, incorporating results into targeted user persona
- Curated company's visual identity including color scheme, typography, brand voice, and visual presentation
- Designed 20 graphics for social media posts and marketing purposes
- Created packaging and merchandise designs to publicize brand

UI/UX Intern

PatentPlus

Oct. – May 2020

- Designed a user friendly, web based interface to streamline the invention disclosure and patent-searching processes
- Curated branding and custom illustrations utilized in prototypes
- Built product pitch presentations, resulting in \$1000 in grant awards

Graphic Designer

The Daily Nexus

Oct. 2020 – present

- Designed 50 graphics for social media, articles, and general marketing
- Complied with project requirements to create high quality graphics and illustrations within 3 days

LEADERSHIP

Logistics Team

SB Creative Lab

Jul. 2021 – present

- Planned and hosted workshops and events to give students industry related advice and helpful design related information
- Wrote content for presentations, established connections with industry professionals, securing guest speakers and mentors

PROJECTS

UI/UX Design

Coders SB

Jan. – present 2022

- Spearheaded site redesign with a focus on improving visual presentation, ease of access, accessibility, and visual branding
- Designed 15 wireframes, incorporating peer feedback on each iteration

EDUCATION

University of California, Santa Barbara

Computer science (BS)

Oct. 2020 – May 2024 (expected)

TOOLS

Figma
Adobe Illustrator
Adobe Photoshop
Adobe XD
Canva

LANGUAGES

C++
HTML/CSS
javascript
Java
python