

Toolbox

Discovery

Interviews & Surveys
Contextual Analysis
Research Insights &
Synthesis

Design

User Stories
Documentation
Iterative Wireframing
Prototyping

Software

Sketch
Invision
UXPin
Atlassian Jira

Front End

HTML
CSS
JavaScript

Experience

Community Systems Foundation

November 2014 - Present

User Experience Designer; Official Consultant to the United Nations

- Conducted usability tests with the Ministry of Education of Jordan, Belize and Malawi for UNESCO's Education Management Information System known as OpenEMIS.
- Analyzed user feedback through surveys and interviews with teachers and school administrations of various primary and secondary schools in New York and New Jersey.
- Designed a textbook delivery tracking tool for developing countries using SMS, smartphone and web technologies through contextual analysis in Malawi.
- Trained and observed users to measure qualitative metrics on user friendliness of OpenEMIS tools.
- Led design studio workshops with United Nations partners to collaborate ideas on data tools for the Sustainable Development Goals (SDGs).
- Interacted with developers in Singapore and India daily by providing usability test research findings, low-fidelity to high-fidelity wireframes and prototypes through agile processes on Jira.

LG Electronics Inc.

June 2013 - June 2014

Marketing Planning Analyst

- Developed marketing planning strategies for advertising campaigns.
- Analyzed the mobile marketing budget for LG's flagship phones.

Idea Design Concepts Inc.

June 2011 - June 2013

Account Executive

- Managed over 50 clients including top retail chain stores and leading e-commerce fashion vendors.
- Conducted competitive analysis and market research in emerging trends in the industry.

Courses

New York Code and Design Academy

June 2016 - October 2016

Web Development 100

General Assembly

June 2014 - August 2014

User Experience Design Intensive

Education

Stony Brook University

Class of 2010

*Bachelor of Arts, Psychology
Minor, Digital Arts*