

EDUCATION	EXPERIENCE
<div><div>M.A. Interaction & UX/UI Design</div><div>Academy of Art University 2020-2022</div><div>B.S. Economics</div><div>UC San Diego 2014-2018</div></div>	<div><div>Full Stack Developer & Product Site Designer</div><div>Full Stack Web Development • Branding • React</div><div>July 2023 - Present 1 mos</div><div>ArToon - Product Site</div><div><div>Responsible for overall layout and and aesthetic for website, conceptualized creative ideas, discussed branding directions and establish design guidelines</div><div>Created low, medium, and high-fidelity wireframes</div><div>Designed and coded frontend interface, navigation, and aesthetic in React (JavaScript, HTML, CSS)</div><div>Coded backend in Python, ensuring easy access points to cart and payment system with no loading issues between pages or error messages</div></div></div> <div><div>User Experience Designer</div><div>User Experience • Branding • Web Design</div><div>April 2023 - May 2023 2 mos</div><div>NDA</div><div><div>Conducted redesign of information architecture, intuitive navigation, color theory/visual composition, and typography of existing application on iOS app store, then created website</div><div>Worked with client to refine screen rhythm, typography, negative space, element grouping, and anchoring of key information</div><div>Created sketches, site map, and wireframes for responsive web design to mirror iOS application</div></div></div> <div><div>User Researcher, Frontend Developer</div><div>User Experience • Frontend Development • Technical Art</div><div>March 2023 - May 2023 3 mos</div><div>Supernature Labs</div><div><div>Researched architecture and city planning as user bases for Supernature's innovative new city-planning tool, featuring cell-based grid instead of the traditional cartesian grid</div><div>Mathematical coding in C# for geometric mesh development</div><div>Created personas to identify key user needs, similarities and differences—and how they will need to process the tool's information that is relevant to them</div><div>Created wireframes and mapped core tasks</div><div>Led project's technical art direction and created 3D models to be used in high-quality visualizations to be presented to investors</div></div></div> <div><div>User Experience Designer, Full Stack Developer</div><div>User Experience • Branding • Web Development</div><div>May 2022 - Aug 2022 4 mos</div><div>Sidha Maha “Sadhan” Meditation App</div><div><div>Conducted competitive market analysis and market research to organize information related to client's brief, gave hypothesis of what user needs their app should address in the community of 200+ people using it</div><div>Planned, synthesized, and conducted user interviews, created user testing plan</div><div>Created complete site map of users' experiences within the app, then created a series of hand sketches that would become wireframes</div><div>Created branding guidelines and visual design directions</div><div>Worked with backend engineers in developing first clickable prototype. Created first version in Adobe XD and, upon client's approval, coded the frontend in Flutter and prepared the app to move toward first round of user testing</div></div></div> <div><div>Advertising & UX/UI Department Administrator & Logistics Coordinator</div><div>May 2019 - June 2020 1 yr 2 mos</div><div>Academy of Art University, San Francisco</div><div><div>Used Adobe Suite (Illustrator, Photoshop, InDesign) for creation of department marketing & social media materials</div><div>Regularly wrote blog posts and copy for department marketing & social media materials, e-mail blasts</div><div>Responsible for creating and updating department's annual \$500k+ budget</div><div>Managed on and off-site event planning, venue preparations, guest list, catering, decor, accessibility requirements, and event execution.</div><div>Coordinated student entries, correspondences, and communications with national industry award competitions - the American Advertising Awards, Young Ones, D&AD New Blood Awards, and more.</div><div>Coordinated & communicated 200+ industry connections for department's internal events</div><div>Handled schedule creation, vendor coordination, budget management for 50+ classes and 20+ instructors</div><div>Primary facilitator of student needs for 500+ student body enrolled in the department</div><div>Supervised and onboarded department work study students</div></div></div>
	<div><div>Case Studies</div><div>“BookVerse” Book-searching App</div><div>A book searching/social media hybrid I conceptualized, researched, and designed. The UX/UI development of this app featured robust user testing & prototyping, competitive analysis, persona creation, and wireframing.</div><div>“Bestiary” Game Design</div><div>An interactive database conceptualized, researched, and designed to be a component of a mobile fantasy game.</div><div>“VACA” Travel Mobile & Desktop App</div><div>A travel-tracking and creation app I conceptualized and designed for mobile and desktop, featuring budgets, daily schedules, and weather forecasts.</div><div>Moraga Country Club Rebranding</div><div>A case study featuring a complete brand reconstruction of logos, online & social media presence, letterhead, and advertising.</div></div>