



SUMMARY

For 8+ years, I have facilitated end-to-end UX processes where I closely partner with product management, engineering, and user research. Sensitive to aesthetic and cognitive principles, I can concretely express my product hypotheses with stakeholders through rapid coding via frontend technologies. With my diverse skills and holistic thinking, I have led design efforts across platforms for a wide array of problem domains: natural language, mobile search, editorial design, publishing, digital advertising, and infrastructural engineering.

EXPERIENCE

- Nov 2015 - Present**
Sr. Designer/Prototyper, Search
Yahoo, Sunnyvale

Currently leading the design of a nascent artificial assistance platform to streamline bot development on various chat platforms; piloted early bot skill training designs for international-wide company Hackday

Co-lead product design of community discussions-based hypothesis from initial concept to market; tested release in Canada/US iOS Android app stores
- Mar 2014 - Nov 2015**
Sr. Designer/Prototyper, Media
Yahoo, Sunnyvale

Organized concept and design experimentation for "communities around content" org strategy; led desktop and mobile web prototyping efforts for Yahoo homepage and media vertical experiences
- Dec 2012 - Mar 2014**
Designer/Prototyper, Platforms AdUX
Yahoo, Sunnyvale

Designed and prototyped various responsive ad units; co-developed web frontend for experimental responsive ad platform concept
- June 2009 - Dec 2012**
Interaction Designer, Developer Products
Yahoo, Sunnyvale

Owned UX strategy and implementation across various infrastructural engineering teams; created first design culture in an engineering-focused organization
* Converted from intern to full-time employee
- Summer 2008**
Software Engineering Intern
Apple, Cupertino
- Summer 2007**
Software Engineering Intern
Hewlett-Packard, Cupertino

PROFESSIONAL SKILLS

- Design and Prototyping Tools**

Sketch	HTML/CSS (SASS/LESS)
Zeplin	JavaScript, NodeJS
Craft	FramerJS
Adobe Photoshop	Sayspring, Echosim, Alexa SDK
Adobe Illustrator	Twitter Bootstrap, Yeoman
OmniGraffle	jQuery, d3, React
Keynote	Python
	Git/GitHub
- Design Methodology**

Hypotheses	Scenarios
Competitive Analysis	Flow Diagrams
Contextual Inquiry	Wireframes
Generative Studies	Visual Mocks
Heuristic Evaluations	Visual Style Guides
Usability Testing	Rapid Prototyping
Card Sorting	

PUBLIC SPEAKING

- Stanford Digital Media Academy 2016**
Invited as a role model and guest instructor for various youth groups (e.g. ages 8-17) taking coding bootcamp classes; advised Made by Girls participants interested in STEM fields
- Yahoo User Interface Conference 2013**
Gave a talk on prototyping methodology inspired by LEGO building principles to frontend engineers across the tech industry

EDUCATION

- B.S. in Computer Science 2009**
California Polytechnic State University,
San Luis Obispo