

I'm passionate about crafting strategic product thinking into delightful experiences.

EXPERIENCE

UX Designer | Ancestry.com

San Francisco, United States | Jan 2020 - Present

- Led the redesign for company's highly prioritized family tree onboarding, which lifted key metrics significantly (+40% starting family trees, +44.0% tree node creation, and +15.7% node creation rate).
- Designed the logged-out homepage onboarding flow to help customers understand the value of the product and recommend the right packages. (Increased GSA rate by +12.13%, LTR per visitor is up +9.35%)
- Contributed to driving a \$17.7M revenue increase in a year as one of the founding designers for the Growth team while supporting other product teams.
- Supported incremental updates for business-critical products and features including AncestryDNA, Ancestry Health, Family Tree, Family Groups, checkout and cancel flows.

UX Design Intern | Ancestry.com

San Francisco, United States | Jun - Aug 2019

Worked with scientists inventing new features like chromosome browser in the DNA Advanced Research team to attract and delight customers.

UX Designer Contract | NatWest Group

Edinburgh, United Kingdom | 2017 - 2018

Led the UX design for a digital-human agent capable of answering customers over 200 basic banking queries for use in high-street branches in the UK.

Design Thinking Consultant | SelectHealth

Utah, United States | Sep - Dec 2016

Consulted and created solutions to improve customer services through a Design-Thinking employee training program.

UX Intern | NatWest Group

Edinburgh, United Kingdom | Jun - Aug 2016

Designed pilot projects including NFC payment, mortgage calculator, etc.. Involved in ideating 10X for the company's 2020 vision with new technologies.

AWARD

Winner & Best Design

Ancestry Empower 2024
Ancestry Empower 2023
Ancestry Empower 2021
Ancestry Empower 2020

Winner

Deloitte InfiniteKind Hackathon 2016

SKILLS

Design Thinking, User Research, Interview, Competitive Analysis, Data Analysis, Strategy, Persona, User Flow, Wireframing, Low to High Fidelity Design, Accessibility, Inclusive Design, Design System, Feasibility, Prototyping, Storyboarding, Product Development, Usability Testing, Design Critique, Storytelling, Graphic Design, Illustration, Sketching, Iconography, UI Interface, Motion Graphics, 3D Modeling, Arduino IOT, Figma, Sketch, Principle, InVision, Hotjar, Principle, Proto.io, Framer, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Adobe XD, etc.), HTML/CSS, JavaScript/jQuery, Python.

EDUCATION



M.A. Web Design & New Media **Academy of Art University**

San Francisco, United States | 2018 - 2019



M.A. Design Informatics with Merits **University of Edinburgh**

Edinburgh, United Kingdom | 2015 - 2017



Business, Strategy and Leadership **Brigham Young University**

Utah, United States | 2016 Sep - Dec

ual: B.A. Product Design Honours
Central Saint Martins College of Art & Design, University of the Arts London
London, United Kingdom | 2012 - 2015