

I am an inquisitive UX Designer who lets my ever-expanding worldview and deep desire to understand people drive my thoughtful and creative solutions.

UX PROJECTS

☀ UX Consultant, Outsoul Mobile Website

Client Project | General Assembly | May 2016

- 2.5-week project to design a mobile website that helps users to discover guided outdoor adventure activities.
- Designed research strategy including creating survey, conducting user interviews, secondary research, competitive/comparative analysis as well as usability testing.
- Created wireframes based on research and user stories.

☀ UX Designer, Nextdoor Speaker Series

Conceptual Project | General Assembly | April 2016

- 2-week project to design a new flow within Nextdoor app to allow users to host talks at their homes in the easiest way possible.
- Conducted user research & interviews to gain deeper understanding of users' goals and painpoints.
- Synthesized research data to create personas and journey maps, which informs the design of an UI that assists users to host talks at their homes pain free.

☀ UX Designer, Progress Hardware Website

Conceptual Project | General Assembly | March 2016

- 2-week project to redesign the e-commerce website of a neighborhood hardware store that focuses on reorganizing information hierarchy and keeping the company's value of community.
- Created a system map to showcase the relationships between key components (Shop; Learn; Community) of the site.
- Designed wireframes, user flow and prototypes informed by research.

WORK EXPERIENCE

☀ Mar 2015 – Mar 2016

Pro Bono Product Manager, One Billion Acts of Peace

- Led the redesign of billionacts.org which increased signups by 30%.
- Led design sprint to solve design problems

☀ Jun 2013 – Mar 2016

Data Management Analyst, Google Inc.

- Created dashboards using SQL to track various accounts' activities and data cleanliness.
- Collaborated with product team to identify automation opportunities for data management.
- Created and managed data management projects to ensure correct compensations.
- Compiled account reports using SQL to bring back 50 millions per quarter to teams' portfolio.

☀ Apr 2012 – May 2013

Project Coordinator, Google Inc.

- Diagnosed accounts-related issues for sales teams.
- Streamlined account assignment processes using spreadsheet tools.
- Collaborated with cross0functional teams to ensure correct compensation.

EDUCATION

☀ UX Design Immersive, General Assembly

San Francisco, CA | May 2016

☀ Mass Communication Studies, UCLA

Los Angeles, CA | June 2011

TOOLS

Sketch 3

InVision

SQL

Google Spreadsheet

Google Slides

OmniGraffle

HTML/CSS

Photoshop

SKILLS

Wireframing

Prototyping

Data Analysis

System Mapping

Journey Mapping

Personas

Information Architecture

Design Strategy

Product Management

User Research

Usability Testing

Service Design

LANGUAGES

English

Cantonese

Mandarin