

## UX PROJECTS

### UX Consultant, Outsoul Mobile Website

Client Project | General Assembly | May 2016

- Redesigned mobile web UI to make discovering and booking trips easier.
- Designed research strategy that includes user research, secondary research, competitive/comparative analysis as well as usability test.
- Created wireframes & prototypes based on research and user stories.

### UX/UI Designer, Nextdoor Speaker Series

Conceptual Project | General Assembly | April 2016

- Extended Nextdoor app to allow users to host talks at their homes pain free.
- Conducted user research to gain deeper understanding of users.
- Created system maps, personas and use journey maps to inform the design.
- Conducted usability test to refine design.

### UX Designer, Progress Hardware Website

Conceptual Project | General Assembly | March 2016

- Redesigned the e-commerce website of a neighborhood hardware store.
- Used card-sorting method to organize a list of 500+ products.
- Created system map to show the relationships between key components (Shop; Learn; Community).
- Designed wireframes, user flow and prototypes.

## WORK EXPERIENCE

### Data Management Analyst, Google Inc.

June 2013 - March 2016

- Designed dashboards using SQL & Analytics tools to track accounts activities and data cleanliness.
- Collaborated with product team to identify automation opportunities & refine data management features.
- Created and managed data management projects to ensure accurate compensations.
- Communicated with global sales teams to understand their data management needs.

### Pro Bono Product Manager, One Billion Acts of Peace

March 2015 - March 2016

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

### Project Coordinator, Google Inc.

April 2012 - May 2013

- Diagnosed accounts-related issues for sales teams.
- Streamlined account assignment processes using spreadsheet tools.
- Collaborated with cross-functional 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

UI Design

Visual Design

Data Analysis

System Mapping

Journey Mapping

Personas

Information Architecture

Design Strategy

Product Management

User Research

Usability Testing

Service Design

## LANGUAGES

English

Cantonese

Mandarin