

Experience

GoDaddy
Summer 2019 — UX/UI Design Intern

- Conducted user testing and coded web prototype to improve theme editing UX in website builder; shipped product
- Ran market analysis, summarizing insights to pinpoint existing problems in GoDaddy products and address user needs
- Designed and shipped 20+ website builder templates that reached 1m+ users; accelerated project timeline

Cornell University
Aug 2018 - Dec 2018 — Web Design TA

- Co-led weekly classes where I helped students master basics of HTML, CSS, JavaScript and web UI design

Omnicom Health Group
Summer 2018 — Design/Marketing Intern

- Analyzed reports and trends to plan out project requirements for mobile prototype application that would help sickle cell patients; directed UI design
- Collaboratively ideated marketing tactics to increase brand loyalty for Tecentriq

ZUU Online Singapore
Summer 2017 — Design/Marketing Intern

- Coded and sent out email newsletters to 1000+ clients; increased subscription rate and impressions on ZUU homepage
- Redesigned business cards, media kit and banners to improve B2B relationships

Education

Cornell University — Graduated May 2020
B.A. Information Science with Digital Culture and UX Design Concentration — GPA : 3.78

Activities / Projects

Lychee App (UX Design Project)
Aug 2018 - Dec 2018 — UX/UI Designer

- Worked in team of 4 to help international Chinese students adjust to Cornell
- Built end-to-end mobile app prototype, integrating insights from user studies, mockups, wireframes and storyboards
- Designed UI design and style guide

Hook Frog (Analytical Game Design Project)
Aug 2018 - Dec 2018 — Designer/Analyst

- Worked with developers and designers to build and launch flash game
- Iterated level design with A/B testing; analyzed and visualized game data on Excel

Thread Magazine
Dec 2017 - Dec 2018 — Art Director

- Managed team of artists and directed layout design, typography and photo editing for two 65+ page fashion magazines
- Led marketing for launch party, 150% increase in attendance from prev. semester

Toolbox : Adobe Creative Suite (Illustrator, Photoshop, InDesign), Sketch, Figma, InVision, HTML, CSS, Javascript, Python, Excel, Jira, Github