

Experience

GoDaddy
Summer 2019 — UX/UI Design Intern

- Designed and shipped 10+ web builder templates that reached 1m+ users; accelerated front-of-site launch date
- Conducted user testing and coded web prototype to streamline theme editing UX in website builder; shipped product
- Ran market analysis to pinpoint problems in web builder and address user needs

Omnicom Health Group
Summer 2018 — Design/Marketing Intern

- Analyzed reports to plan out project requirements for mobile prototype app that would provide better healthcare access for sickle cell patients; directed UI design, selected to present concept to CEO
- Collaboratively ideated marketing strategies to increase brand awareness 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
- Rebranded business cards, media kit and banners to improve B2B relationships

Cornell University
Aug 2018 - Dec 2018 — Web Design TA

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

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 and design system

Thread Magazine
Dec 2017 - Dec 2018 — Art Director

- Managed team of artists and directed layout design, brand design, typography and photo editing for two 60+ page fashion magazines
- Led social media marketing for launch party; attendance increased by 150%

Cornell University Sustainable Design
Dec 2017 - Dec 2018 — Designer

- Designed responsive UI for website that would promote sustainability and CUSD
- Designed brand identity for the Marketing and Communications team

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