

Experience

GoDaddy
Summer 2019 — UI/UX Design Intern

- Conducted user testing and coded prototype to improve website builder experience
- Ideated UX for implementation of video function in website builder
- Designed website builder templates that reached millions of users

Cornell University
Aug 2018 - Dec 2018 — Web Design TA

- Co-led weekly classes where I advanced students' understandings of HTML/CSS/JS

Omnicom Health Group
Summer 2018 — Design and Marketing Intern

- Led UI and presentation design for a prototype application that would help sickle cell patients
- Collaboratively ideated marketing campaigns to strengthen brand loyalty for clients
- Assisted in editing the art and copy for infographics/pamphlets

ZUU Online Singapore
Summer 2017 — Design and Marketing Intern

- Coded electronic newsletters and increased mailing list sign-up rate
- Rebranded business cards, media kit and pop-up banner

Education

Cornell University — Arts and Sciences
May 2020 — B.A. Information Science
with Digital Media Concentration
GPA : 3.78

Human Computer Interaction,
Programming and Design for the Web,
Intro to Data Science, Object Oriented
Programming, Intro to Python

Activities

Thread Magazine
Dec 2017 - Dec 2018 — Art Director

- Led layout design, graphic design and photo editing for Cornell's premier fashion magazine
- Designed booklet that marketed the Cornell fashion community to 2000+ runway show attendees
- Led marketing for launch party, ~150% increase in attendance

Cornell University Sustainable Design
Dec 2017 - Dec 2018 — Designer

- Designed the UI for website that promotes CUSD and its members.
- Created brand identity for CUSD Marketing and Communication team

Toolbox

Design : Illustrator, Photoshop, InDesign
Prototype : Sketch, Figma, InVision
Code : HTML, CSS, Javascript, Python