

Education

Cornell University

College of Arts & Sciences, May 2020
B.A. **Information Science**, GPA 4.10
Concentrations in **UX & Interactive Tech**
Minors in Business & Cognitive Science

Extracurriculars

Cornell AppDev

Product Designer

- Rethinking Recast, a social podcast app, to encourage users' intentional and incidental discovery of relevant content
 - TA for Intro to Digital Product Design (INFO 1998), a student-run class to bridge the gap between design in education and the industry
- February 2018 - Present • Ithaca, NY

Cornell Design & Tech Initiative

Design Lead

- Leading and mentoring a team of designers to ship products with empathy, intentionality, and craft
 - Conduct weekly 1-1s, run crit, and meet with development and product leads
- September 2017 - Present • Ithaca, NY

Cornell Information Science Student Association

Marketing Chair

- Craft marketing strategy to promote events and establish coherent branding
- September 2017 - Present • Ithaca, NY

Skills & Toolkit

Design / Sketch, Figma, InVision, Balsamiq, Principle, Origami Studio, Pen + Paper
Code / HTML/CSS, Python, Java, PHP, SQL
Languages / Mandarin, Spanish

Experience

IBM • Product Design Intern

- Designed a system for IBM design leaders to track and visualize the health of their design teams
 - Enabled leadership to leverage specific, actionable data to advocate for increased investment in design
- June 2018 - August 2018 • Austin, TX

Cornell Interaction Design Lab • UX Designer & Front-End Developer

- Applied a double-diamond framework to design and deploy a personal finance tool for rural farmers in Peru
 - Conducted user research and usability testing through ethnographic fieldwork, user interviews, focus groups, and cognitive walkthroughs
- June 2017 - May 2018 • Ithaca, NY

Life Changing Labs • Freelance Designer

- Pro-bono designer for Lokals, a travel startup linking tourists to excursions led by local guides
 - Produced visual assets and prototyped the onboarding flows for travelers and guides
 - Performed SWOT analysis and led market research into competitors and core demographics
- June 2017 - August 2017 • Ithaca, NY

Side Projects

Research Connect • Product Designer

- Working cross-functionally with developers and a PM to build a platform for college students to find on-campus research opportunities
- September 2017 - Present • Ithaca, NY

Duolingo Games Concept • Designer

- Completed a concept case study on increasing user engagement through interactions and motivations associated with gaming
- December 2017 • Ithaca, NY