

Skills

Design Tools

Sketch, Figma, InVision, Balsamiq,
Principle, Pen + Paper

Programming

Java, Python, HTML/CSS
Familiar with JavaScript, jQuery

Languages

Bilingual in Mandarin Chinese,
Working Proficiency in Spanish

Other

User Research, Usability Testing, Journey
Mapping, Market Research, Wireframing,
Rapid Prototyping, Agile Development

Coursework

Designing Technology for Social Impact

Introduction to Digital Product Design

Communications & Technology

Marketing Principles

Networks

Object-Oriented Programming &
Data Structures

Introduction to Computing in Python

Side Projects

Duolingo Games Concept

- Completed a case study on building user engagement through interactions and motivators associated in gaming
- Integrated concept as part of redesign to encourage greater participation within the existing Clubs feature

Design Lead, Life Changing Labs

- Designer for Lokals, a web-based travel application to connect tourists to guided excursions led by native residents
- Produced high-fidelity mockups and prototyped NUX onboarding flow
- Conducted market research through SWOT analysis and segmentation to gain insight into target user demographics

Education

Cornell University, B.A. Information Science

Concentrations in User Experience & Interactive Technology

Minors in Computer Science & Business

GPA: 4.05/4.00 - *Dean's List Spring '17*

August 2016 - May 2020 (Expected) • Ithaca, NY

Work Experience

User Experience Research Assistant, Cornell Department of Information Science

- Applied a double-diamond framework to the design of a personal finance web tool for smallholder farmers in Latin America
 - Conducted user research and usability testing through ethnographic fieldwork, user interviews, focus groups, and cognitive walkthroughs
 - Implemented front-end for a responsive web application in HTML/CSS
- June 2017 - Present • Ithaca, NY

Social Media Coordinator, Cornell College of Human Ecology

- Employed user-centered design strategy to improve navigation and information architecture on the College's website and Facebook page
- Generated cross-platform content to boost impressions from alumni donors and prospective students

November 2016 - May 2017 • Ithaca, NY

Events Intern, Cornell Asian & Asian-American Center

- Brainstormed initiatives for on-campus diversity forums, events, and advocacy campaigns
- Facilitated conversations with A3C affiliates, including the Office of Academic Diversity Initiatives and the Cornell Asian Alumni Association

November 2016 - May 2017 • Ithaca, NY

Extracurriculars

Product Designer, Design & Tech Initiative Project Team

- Lead designer for Research Connect, a web application for connecting Cornell students to research opportunities and faculty

September 2017 - Present • Ithaca, NY

Marketing Chair, Information Science Student Association

- Promoted corporate events, opportunities, and tech talks through social media outreach to general members

May 2017 - Present • Ithaca, NY

Webmaster, Language Expansion Program

- Coordinated membership and event logistics through list management software, email newsletters, and social media promotion

September 2016 - May 2017 • Ithaca, NY