

Skills

Design Tools

Sketch, Figma, InVision, Balsamiq
Interested in Principle, Origami

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
Information Ethics, Law, and Policy

Side Projects

Design Lead, Life Changing Labs

- Spearheaded design direction for Lokals, a web-based travel app for connecting tourists to unique guided excursions led by native residents
- Conducted market research via SWOT analysis and secondary research to gain insight into target demographics of users
- Produced high-fidelity mockups and prototypes as deliverables for the front-end development team

Interests

Cooking, Traveling, Photography,
Entrepreneurship, Playing Ukulele

Education

Cornell University, B.A. Information Science

Concentrations in User Experience & Interactive Technology
Minors in Computer Science & Business
GPA: 3.95/4.00; *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 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 interactive, cross-platform content to boost impressions and engagement from alumni donors and prospective students
- November 2016 - May 2017 • Ithaca, NY

Events Intern, Cornell Asian & Asian-American Center

- Mobilized initiatives for on-campus diversity forums, alumni workshops, and advocacy campaigns
 - Facilitated conversations with A3C affiliates, including the Office of Academic Diversity Initiatives and 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