

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,
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. in Information Science

Concentrations in User Experience & Interactive Technology

Minors in Computer Science & Business

GPA: 3.95/4.00; *Dean's List*

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

Work Experience

User Experience Researcher & Web Developer, Cornell Interaction Design Lab

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

Social Media Coordinator, Cornell College of Human Ecology

- Employed user-centered design to improve navigation and streamline information architecture on the College's website and Facebook page
- Generated interactive, cross-promotional 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 programs, and advocacy campaigns
- Facilitated communications 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 app for connecting Cornell students with 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