

## Skills

### Design Tools

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

### Programming

Java, Python, HTML, CSS, PHP, 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 engagement through interactions and motivators associated in gaming
- Integrated concept into redesign of existing Clubs feature to better enable users to participate

### Design Lead, Life Changing Labs

- Pro-bono designer for Lokals, a travel startup that connects tourists to authentic excursions led by native residents
- Produced high-fidelity visual assets and prototyped NUX onboarding flow
- Conducted market research via SWOT analysis 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: 4.08/4.00 • *Dean's List Spring '17*

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

## Work Experience

### UX Researcher & Web Developer, 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 the responsive 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, an application for connecting college students with on-campus research opportunities

September 2017 - Present • Ithaca, NY

### Marketing Chair, Information Science Student Association

- Conducted outreach to general members and developed cohesive content strategy for corporate events, opportunities, and tech talks

May 2017 - Present • Ithaca, NY

### Webmaster, Language Expansion Program

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

September 2016 - May 2017 • Ithaca, NY