

EXPERIENCE

Wunderman Thompson UI Designer

// 2022 - PRESENT, Remote

- Utilized personas based on user research and market analysis to inform design decisions and prioritize features, resulting in an effective and engaging user experience on a client's website.
- Proficient in designing prototypes using Figma, with extensive experience collaborating with cross-functional teams to create visually appealing and intuitive digital products.
- Streamlined the client website's large dropdown menu using Hick's Law, which simplified the layout to show only relevant options when users hover over a category, eliminating confusion and frustration for users, creating a more efficient and streamlined browsing experience.
- Collaborated with other designers in ideation design sprints to generate innovative solutions that addressed stakeholder and end-user needs and improved product features.
- Incorporated design feedback from stakeholders, end-users, and team members into UI/UX design iterations, resulting in improved usability, functionality, and overall user experience.

Centerfield UI / UX Designer

// 2020 - 2022, Remote

- Monitored and analyzed weekly test/page event data for 40+ domains, implementing targeted behavioral and keyword-specific strategies to optimize A/B testing performance.
- Facilitated end-to-end design efforts for 50+ pages, including conducting usability tests, creating wireframes, developing high/low fidelity prototypes, writing content, and conducting quality assurance to ensure optimal user experience and design consistency across the site.
- Managed the monthly website analytics reporting to stakeholders, utilizing analytical tools such as Google Analytics, Similar Web, and Spyfu to identify patterns and insights.
- Spearheaded a successful website redesign initiative for a prominent internet/cable corporation resulting in a significant 77% increase in sales within just 4 weeks.

Healthy Spot Frontend Engineer

// 2018 - 2020, Los Angeles, CA

- Implemented React features based on a Zeplin prototype while conducting rigorous unit and integration tests to ensure functionality, reliability, and met the design team's specifications.
- Advocated for more inclusive design practices by providing research-backed feedback to the design team, resulting in a more accessible font and increased readability for older users.
- Used SASS to streamline and simplify CSS by reducing repetition and increasing readability.

EDUCATION

Santa Monica College B.S. - C.P.

// 2014 - 2018, Santa Monica, CA

Computer Science graduate with proficiency in Javascript, C++, and Python.

SKILLS

Technical

Figma // Adobe Suite // Zeplin // Sketch // Invision // Miro // Web Dev // Javascript

Soft

Communicative // Adaptability // Receptive to feedback // Detail-oriented // Empathetic