

## EXPERIENCE

### Quantifyd – Web Design Intern

May 2025 – August 2025 | Remote

- Designed and developed responsive landing pages utilizing HTML, CSS, and JavaScript, improving conversion rates and enhancing brand consistency across digital platforms
- Collaborated with engineers and PMs to plan and deliver product features rooted in user feedback and interaction design best practices
- Conducted usability testing and implemented accessibility practices to ensure WCAG-compliant, inclusive design solutions across platforms

### UNC Department of Computer Science – Teaching Assistant

January 2025 – May 2025 | Chapel Hill, NC

- Facilitated weekly office hours, supporting 100+ students in HTML, CSS, JavaScript, and UI/UX design principles, increasing overall classroom performance
- Mentored 100+ students on UI/UX principles and design thinking through hands-on guidance and 1:1 critiques
- Developed interactive exercises simulating real-world UX tasks, boosting student design confidence and collaboration

### 1893 Brand Studio – Web Designer

January 2025 – May 2025 | Chapel Hill, NC

- Redesigned websites for local businesses (e.g., Dulce Café, Linda's Bar & Grill), improving usability and visual hierarchy through user flows and Figma prototypes
- Collaborated cross-functionally with design and campaign teams to align UX strategies with client storytelling goals
- Conducted A/B testing and feedback analysis to iterate on high-impact design changes that boosted site engagement

### Breast Cancer Hub – UI/UX Designer

August 2024 – May 2025 | Chapel Hill, NC

- Designed and launched an accessible mobile app to transform the nonprofit's website into a user-first experience for global breast cancer awareness
- Created interaction models, wireframes, and user flows guiding patients through complex medical content seamlessly
- Conducted usability testing and iterative prototyping to validate designs with stakeholders, contributing to the app's successful May 2025 launch

## ADDITIONAL

### Design

Interaction Design, Prototyping, Wireframing, User Flows, A/B Testing, Accessibility, Inclusive Design, Design Systems, Usability Testing, User Interviews, Market Research, Storytelling, OSX, IOS

## EDUCATION

### University of North Carolina at Chapel Hill

May 2027 | GPA: 3.8

B.A. Computer Science & B.S. Information Science

## INVOLVEMENT

### HackNC 2025 – Director of Marketing

April 2025 – Present

- Directing branding efforts for the Southeast's largest hackathon, increasing participant diversity and engagement through data-driven visual campaigns
- Managing a 10+ person committee and facilitated project timelines to ensure all marketing materials meet critical deadlines
- Producing multimedia content (photo, video) achieving 3,000+ impressions per post and boosting social engagement by 20%

### Chinese Undergraduate Student Association – President

February 2025 – Present

- Organizing and leading impactful social and cross-cultural events with 30+ attendees, fostering diversity and cultural exchange on campus
- Supervising workflow and coordinating board members in event planning and execution, ensuring seamless operations and timely delivery of all initiatives
- Launched and managed the Big/Little mentorship program, successfully pairing over 50 mentees with 50 mentors and driving a ~10% increase in overall club engagement

## AWARDS AND HONORS

Milwaukee Bucks Business Analytics Hackathon Winner 2025

Deans List Fall 2023 – Spring 2025

UNC Honors 2023 – Present

Accelerated Research Scholar

Assured Enrollment in School of Information Science

\$5k Summer Study Abroad Scholarship 2024

### Tools and Languages

Figma, FigJam, Adobe Creative Suite, Canva, Notion, HTML, CSS, JavaScript, React Native, React.js, TypeScript, Python, Java, Microsoft Excel & Powerpoint