



EDUCATION

B.A. in Economics,
Minor in Psychology
Class of 2014

New York University

- Economics, Computer Science, Psychology, Media & Communications, Movie Marketing, Digital/Studio Art



WORK EXPERIENCE

Designer
March 2017 – Present

Voyat at Intent Media - NY

- Design custom target messaging to help hotel brands drive direct conversion rates
- Implement and QA designs using HTML/CSS as well as set audience segmentation targeting and testing parameters
- Create sales decks and design innovation mocks for customer success, business development, product management, and executive teams

Apprentice UX/UI Designer
July 2016 – July 2017

Bloc - Remote

- Design a group travel iOS mobile app, completing the entire design cycle
- Conduct user research and interviews, analyze the problem, design solutions, branding, prototypes, and usability tests

Recruiting Coordinator
August 2015 – June 2016

ADP, onsite at Goldman Sachs - NY

- Support recruiting for the Operations, Digital Consumer Lending, and Investment Management Divisions; manage all new hires through onboarding
- Design onboarding workflow, process, and training materials

Project Coordinator
August 2014 – April 2015

Translations.com - NY

- Manage ~20 web localization projects at a time through entire product life cycle
- Coordinate global network of linguists, engineers, and account managers

Marketing and Outreach
Intern
June 2013 – August 2013

Goldman Sachs 10,000 Small Businesses - NY

- Increased number of program scholar applicants with recruiting efforts including creating marketing material and networking



SKILLS & INTERESTS

Technical Skills

UX Research, Strategy and Design, Vector Graphics, Branding Design, Wireframing, and Prototyping

- Adobe Illustrator and Photoshop, Sketch, Invision, HTML and CSS

Languages

Fluent in Mandarin Chinese, Basic Spanish

Personal Interests

Creating concept art for short films, traveling, singing, and freelance painting



LEADERSHIP

Executive Producer, Creative
Director

Chinese Mei Society - NYU

- Direct entire production including budgeting, marketing, stage design, and sponsorship outreach for annual multicultural benefit gala: Yuan

Co-Founder, President

Asian Fusion Dance - NYU

- Choreograph, publicize, and perform for NYU's first and only Chinese dance group