

about

I am a UX Designer with an aim to create human-centric designs that empower users to live a better life.

I like prototyping and iterating and always try to see things from the user's perspective. I enjoy videos games and game design and videography :)

education

School : **Simon Fraser University**
Concentration : **Interaction Design**

Jan 2017 - Dec 2021

skills

Design

Wireframes & mock-ups with Figma • Proficient in Adobe CC • Storytelling • User flows • Concept sketches • Motion design with Principle & After Effects • Style guides & pattern library • Game Design with Unity and Unreal

Prototyping

Rapid prototyping using Figma and Adobe XD • Interactive flow with HTML/ CSS/ JS • Experience no coding open source like Webflow and WordPress

Research

User testing • Task analysis & persona hypothesis • A/B Testing & Experiment • Competitive Analysis • Heuristic Analysis

Collaboration

Agile (Scrum) Jira • Curious • Empathetic • Detail oriented • Flexible • Communicative

experiences

Gynecologic Cancer Initiative (UBC)

UX & Brand Designer

April 2020 - Present
(Internship → Contract)

- Responsible for **prototyping and user testing** ideas with the patient partners to create their starting branding and website meant to showcase research and treatment options for cancer patients and their families.
- Filmed and edited a series of **mini-documentaries** perfected over multiple rounds of feedback from all stakeholders. Showcases heartwarming cancer patient stories along with the groundbreaking research done by the GCI.

IDAGIO (e.da.gi.o)

Experience and Interaction Design

Nov 2021 - Dec 2021
(Academic)

Responsible for **conducting competitive analysis, user testing and prototyping wireframes** to provide a quality of life improvement for classical music enthusiasts by using the extensive archive of classical music on IDAGIO (classical music streaming platform).

Rain City Games

Service Design and UX Research

Sept 2019 - Dec 2019
(Academic + Client)

- Conducted **ethnographic research, design sprints, user tests, and physical prototyping** to create an intuitive and interactive method to find the perfect board game for novice board gamers.
- The project was meant to overcome cognitive overhead and decision fatigue created by 1000+ board games in a specialty board game shop in Vancouver.

EduLead International

Web Design and Marketing

May 2018 - April 2020
(Freelance)

- Created **promotional posters (print + digital), signage, merchandise**, and edited educational videos for a Cambridge accredited organization that facilitates educating teachers.
- Maintained pre-built Php-based website and added pages as required.
- Currently in the process of recreating the website on Webflow with updated call to actions and visually appealing design.

Fraser International College

Design Software Tutor / Teaching Assistant

April 2017 - Sept 2018
(Teaching)

- Responsible for teaching 1st-year international students **basics of design softwares** with the use of Adobe Photoshop, Illustrator, Figma, and InDesign.
- Taught 300+ students the basics of design software that are standard in the design industry.
- Specifically teaching the **grid structure, color theory, Pen tool, vector design, masking**, etc.
- Culminating in creative logo and poster designs from the students by the end of the course.