

## 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 a new perspective. I enjoy videos games and game design and videography :)

## education

Jan 2017 - Dec 2021

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

## skills

### Design

Wireframes & mock-ups with Figma & Adobe CC • Design thinking • 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 with Webflow and WordPress

### Research

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

### Collaboration

Agile (Scrum) • 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.