

EXPERIENCE

Designer — XYZ | wearexyz.com

May 2017 - Present

- Launch creative marketing campaigns (both out-of-home and online) end-to-end, from strategy and concept generation to design and production.
- Built a comprehensive webapp for all company branding, production and sales resources.
- Responsible for all visual design and branding projects across the organization.

UX Design Intern — UC Berkeley

Student Information Systems (SIS) Enterprise Project | sis.berkeley.edu

June 2015 - December 2016

- Replaced multiple legacy information systems for 35,000+ students and staff.
- Communicated user needs and product strategy to campus stakeholders using insights from user research and design-thinking workshops.
- Designed class enrollment user flows and advising UI.
- Identified opportunities to boost user adoption through feedback gathered from co-chairing a student advisory group.

Software Engineering Intern — XEROX

June - August 2014

- Automated VM build scripts, performance tests and code change reports.
- Produced build and test result stylesheets for rapid data review.

Graphic Design Intern — Ready Artwork

Summer 2013

- Edited photos, created graphics, wireframes & styleguides for B2C e-commerce web projects.
- Crafted print and online branding and marketing materials, from research to final designs.

ORGANIZATIONS

Project Developer — Cal Blueprint | calblueprint.org

2015 - 2016

- Collaborated with a team of engineers to design, develop and launch a Ruby on Rails app that helps senior citizens form communities, coordinate events and communicate.
- Hosted panels and hackathons promoting tech for social good.

Consultant — Berkeley Innovation | berkeleyinnovation.org

Spring 2015

- Consulted on the design of a remote patient monitoring device for healthcare professionals.

Graphic Designer — Innovative Design | innovativedesign.club

Fall 2013

- Provided free graphic design services for on-campus organizations and local businesses.

EDUCATION

UC Berkeley

BA Cognitive Science, May 2016
Human-centered design focus

SKILLS

Creative:

Product Vision
User Experience
Visual Design
Branding
Prototyping
User Research & Testing

Proficient in:

Sketch
Adobe CC
Omnigraffle
HTML + CSS
Ruby on Rails
basic JavaScript & jQuery
Python