

## EXPERIENCE

### **Designer – XYZ** | [wearexyz.com](http://wearexyz.com)

May - December 2017

- Redesigned and developed the company website to reflect new branding.
- Built the company portal for branding and sales resources to establish design patterns.
- Provided marketing collateral, graphic and UI designs for client and in-house projects.
- Designed pitch presentations and proposals for new business pursuits.

### **UX Design Intern – UC Berkeley**

#### **Student Information Systems (SIS) Enterprise Project** | [sis.berkeley.edu](http://sis.berkeley.edu)

June 2015 - December 2016

- Replaced multiple legacy information systems for 35,000+ students and staff.
- Communicated user values and recommended product strategy to campus stakeholders based on insights from user research and design-thinking workshops.
- Designed class enrollment user flows and advising UI in CalCentral, UC Berkeley's portal.
- Identified opportunities to boost user adoption through feedback gathered from co-chairing a student advisory group.

### **Design Editor, Sr. Layout Designer – The Daily Californian**

January 2013 - December 2014

- Managed team of 27 layout designers, graphic artists and illustrators.
- Streamlined production and increased visual content in the publication by implementing a new position and simplifying the design team workflow.
- Coordinated schedules, edited, and approved design content on a daily 5 p.m. print deadline.

### **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](http://calblueprint.org)

2015 - 2016

- With a team of designers and engineers, developed a Rails social app *pro bono* for a nonprofit that helps senior citizens stay connected to each other and the resources they need.
- Hosted panels and hackathons to promote tech for social good.

### **Consultant – Berkeley Innovation** | [berkeleyinnovation.org](http://berkeleyinnovation.org)

Spring 2015

Collaborated with industry partners on human-centered design projects.

### **Graphic Designer – Innovative Design** | [innovativedesign.club](http://innovativedesign.club)

Fall 2013

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

## SKILLS

### **Creative:**

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

### **Proficient in:**

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

## EDUCATION

### **UC Berkeley**

BA Cognitive Science, May 2016  
Human-centered design focus