

EXPERIENCE

Designer – XYZ | wearexyz.com

May - December 2017

- Redesigned the company website to reflect its new brand.
- Built the company portal for branding and sales resources to establish design patterns.
- Executed design across the organization, including marketing assets, UI/UX, emails and presentation decks.

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 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

2015 - 2016

- Collaborated with a team of engineers to design, develop and launch a Rails social app for a nonprofit that helps senior citizens form communities and receive the resources they need.
- Hosted panels and hackathons to promote 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.

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

EDUCATION

UC Berkeley

BA Cognitive Science, May 2016
Human-centered design focus