

Statement of Purpose

Graduate student at UC Berkeley's MIMS interested in the intersection of Product Design, Data Science, and AI.

Education

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| Aug 2023 | University of California, Berkeley (Masters - Information Management and Systems) |
| June 2021 | UC, Santa Cruz (B.S. Cognitive Science - AI and HCI, B.A. Studio Arts, Minor in CS) |

Skills

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| • UX/UI Software: Figma, Miro, Photoshop, Adobe XD | • Digital Audio Workstation: Logic | • Qualitative Research Methods |
| • Design Thinking | • UX Methods: Competitive analysis, heuristic evaluation, user testing | • Quantitative Research Methods |
| • Adobe Illustrator, InDesign | | • Programming: Python, JS |
| | | • Surveys, analytics, metrics, design of experiment |

Projects

VMware Tanzu Labs White Paper on Data Science — Spring 2023

- Developed flow chart representing data flows for data science practices with business needs prioritized.
- Worked with all remote team to develop white paper that was published to Tanzu's larger audience.

Nacional Monte de Piedad - Non-Profit Low-Interest Rate Loans - Winter 2022

- Led user interviews in English and Spanish. Met with key stakeholders to identify business needs.
- Identified patterns in interviews and assisted in event storming sessions to find MVP.
- The team presented results weekly to international cross-functional business partners.

Department of Education NYC — School Dashboard — Fall 2022

- Redesigned school data submission dashboard with Lean and Agile principles to simplify user interaction.
- Designed wireframe using Figma for UI design, landing page, and custom assets.
- Presented app demo to stakeholders for iterative feedback.

Experience

2022-2023 Product Designer and Consultant VMware Tanzu Labs

Role outline

- Created UI's, conducted interviews, and applied UX heuristics with a diverse range of stakeholders.

2018 - 2019 Research Assistant at Biobehavioral Pediatric Pain Lab Stanford Medical Children's Hospital

Role outline

- Processed and conducted interviews with patients for pediatric pain study and designed branding for the lab.
- Planned and aided in participant interviews using qualitative methods to further the medical study aim.

2019 - 2020 Student Consultant Manager - Training ITS Learning Technologies

Role outline

- Maintained and managed 9 UCSC Mac and Windows computer labs with staff of 40 student consultants.
- Met weekly with management team to direct business operations and led professional interviews for hiring staff.