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## Skills

### Design

UI/UX

Branding

Human-centered design

Web design/Front-end

Layout design (print)

### Research

Experimental design

UX research

Behavioral science research

### Software

Adobe Illustrator

Adobe Photoshop

Adobe AfterEffects

Adobe InDesign

Adobe Experience Design

HTML/CSS/jQuery

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## Experience

### Foodfully, Lead Designer | Davis (March 2015-present)

- Managed a small team of designers.
- Designed entire UI/UX of the company's mobile app.
- Brand identity, website, pitchdecks, business cards, etc.
- Helped present at TechCrunch Disrupt and other events.

### cEnergi, UI/UX & Behavioral Science Researcher | UC Davis (December 2014-February 2016)

- Redesigned the lab's website.
- Contributed to the design of Seseme, a tangible energy feedback system: market research, UX case-studies, user testing experiments.

### F&H Public Relations GmbH, Graphic Design Intern | Munich, Germany (July-August 2013)

- Designed advertisements, brochures, and games for various companies in Adobe InDesign & Illustrator.

### Independent Researcher, various professors | Davis (2014-2016)

- Under Prof. Helen Koo: Bike clothing design research
- Under Prof. James Housefield: Experience design research

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## Education

### Behavioral Design\*, B.A.

University of California, Davis.

Graduated June 13, 2016

*\* Behavioral Design is a self-made individual major that combines design, computer science & psychology.*

## Publications

### "Bicyclist Biomotion Visibility

### Aids: A 3D Eye-tracking

### Analysis" | International

Journal of Clothing Science and Technology (Vol. 29, issue 2)

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## Awards & Recognitions

- **UC Davis Chancellor's Award for Excellence in Undergraduate Research Honorable Mention** | June 2016
- **Provost Undergraduate Fellow (PUF) UC Davis** | 2015
- **IRB Certified**

## Conferences

- **National Undergraduate Research Conference (NCUR)**  
UNC Asheville, NC, April 7-10, 2016
- **Association for Environmental Studies & Sciences (AESS)**  
San Diego, June 27, 2015
- **AT&T Hackathon** (June 2014)
- **AngelHack Silicon Valley** (September 2014)