








CONTACT

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SKILLS

User Interview
Competitive Analysis
Survey
Storyboard
Persona
User Flow
App Map
Wireframing
High-Fidelity Prototyping
Microinteraction Design
Usability Test
Influencer Marketing
Mandarin Chinese

TOOLS

Sketch
Figma
Invision,
Principle
Photoshop
Illustrator

I am a creative **UX / UI designer** with a digital marketing background, passionate about designing effortless user experiences with delightful visual details. Leveraging strong skills including adaptability, collaboration, empathy, and eagerness to learn.

EDUCATION

Jan 2020 | **Flatiron School**, New York, NY
Jul 2020 | UX/UI Design Immersive Program
Rated #1 Bootcamp (CourseReport)

Sep 2014 | **Fordham University**, Bronx, NY
May 2018 | Bachelor of Science (**B.S.**) | Major: Marketing | Minor: Fashion Studies
Honors: Alpha Mu Alpha Honor Society | Major GPA: 3.8

EXPERIENCE

Jun 2020 | **TAPPEDIN, INC. | CHICAGO, IL**
UX Designer

- Worked with the team and designed user interface and key flows of a menu management platform allowing restaurateurs to update menu and sync to 3rd party ordering platforms.
- Conducted 19 interviews with subject matter experts and users followed by 2 rounds of usability tests to capture insights and create a user-centric design.
- Communicated with the CEO and developers in order to improve the product process of beta version.

Sep 2018 | **GROWTH B&M, INC. | NEW YORK, NY**
Current | **Digital Marketing Specialist (Part time)**

WEI BEAUTY, INC.

- Worked with different teams to develop an influencer marketing campaign and maintained relationships with influencers on behalf of WEI Beauty to increase brand awareness.
- Created concepts for photoshoots and wrote content for social media posts to attract more customers. Instagram followers increased by 23K (increased by 540% compared to 2019).

KUNGFU KITCHEN, INC.

- Built social media accounts and created content for posts to build a brand image and attract customers.
- Developed a plan and attended noodle learning and tasting events to get more brand exposure and increase foot traffic.

Sep 2018 | **IDG CAPITAL, INC. | NEW YORK, NY**
Jan 2020 | **Office Manager**

- Created presentation decks to help drive cross-functional communication and alignment.
- Provided administrative support to executives as a way to effectively manage daily office operations.