

Education

UNIVERSITY OF WASHINGTON

2019 - 2021

Master of Science
Human Centered Design & Engineering

UNIVERSITY OF ROCHESTER

2015 - 2019

Bachelor of Arts
Digital Media Studies + Psychology

- Brain and Cognitive Science minor
- Overall GPA: 3.92 out of 4.0
- Dean's List (all 8 eligible semesters)

Competencies

PRODUCTION

Adobe XD / Figma / InVision
Adobe Ai / Ps / Id / Pr
Arduino / Processing
HTML5 / CSS / JavaScript / PHP
Python
Audio and Video Editing
ArcGIS

RESEARCH

Survey
Focus Group
Interview
Cultural Probes
Thematic Analysis
Journey Mapping
Usability Testing

OTHER

Sketching
Photography
Vocal Performance
Digital Marketing

Experience

EXPERIENCE DESIGN & DIRECTED RESEARCH |

UNIVERSITY OF WASHINGTON | 2020 JAN - CURRENT

- Researching, designing, implementing, and assessing new STEAM outreach curriculum for local afterschool programs.

UX DESIGN LEAD |

GREENZONE, UCD COURSE PROJECT | 2019 SEPT - DEC

- Designed a digital kiosk system to improve the recycling experience of apartment residents
- Developed personas and design requirements
- Produced visual designs and illustrations
- Created sketches, wireframes, and hi-fi prototypes
- Iterated ux design based on usability testing feedbacks

UX DESIGN & RESEARCH LEAD |

PERSONALIZED, SENIOR CAPSTONE | 2018 SEPT - 2019 MAY

- Developed a web application to help students between age 12-18 discover their learning strengths and build study skills
- Conducted user research and created personas
- Created product wireframes and prototypes
- Conducted moderated usability test with highschool students
- Worked closely with engineer and content lead throughout project

DIGITAL MARKETING INTERN |

MUSIFAI INC. NYC | 2018 MAY - AUG

- Worked with Musifai's Growth and Sales team to develop strategies based on survey, Google Analytics, and MailChimp statistics
- Identified customer pain points within the rental workflow through interview, survey, and cognitive walkthrough; redesigned the experience based on research insights
- Optimized the online shop's information architecture and interface, improved user conversion and customer service efficiency

Leadership

CulturalFest Planning Committee, UW FIUTS (2019 -)

Vice President, Rochester Design (2018 - 2019)

International Student Mentor, Univ. of Rochester (2017 - 2019)

Project Assistant, URMH Mental Health Office (2017 - 2019)

PR & Design Chair, Vocal Point A Cappella (2016 - 2019)