

EXPERIENCE

Product Designer

Relativity | Aug 2022-Present

- Architected an end-to-end design process that improved usability and **increased clients' efficiency rating by 50%**, converting customers into long-term clients through personalized engagement and value-driven solutions
- Collaborated with multiple stakeholders to launch a newly designed product that had **50+ customer app installs, 65+ contracts signed, and \$65k in revenue within 3 months of release**
- Researched and designed a data monitoring platform that connected user and business needs, **promoting a 5x increase in clients' review speed.**
- Executed various research methodologies (usability testing, focus groups, discovery interviews, A/B testing) to optimize and reduce friction in crucial features such as AI-driven personal information identification, predictive data breach impact assessment tools, etc.
- Partnered with research, product managers, and engineers to drive iterative, AI-based design solutions

Product Designer

SmartFrog & Canary | March 2022 - Jun 2022

- Initiated and led a growth initiative to drive upsell of premium subscriptions.
- Coordinated with the product team to determine projects and prioritize the roadmap
- Collaborated with engineering to maintain the app map and ensure cohesion across flows and platforms
- Proposed changes to the design system to improve accessibility and alignment to user needs (i.e. UI components and dark mode)

Product Designer

Cash App & Afterpay | March 2022

- Created high-fidelity mockups for E-commerce client integration with Cash App and Afterpay
- Researched client checkout user flows for Cash App design implementation
- Designed mobile and desktop check-out screens using Cash App's design system

Product Design Intern

Mastercard | June 2021 - August 2021

- Made design recommendations based on in-depth data analysis and user research.
- Led user interviews and surveys which redirected the team's global marketing strategy.
- Prioritized solutions with design leads to influence strategic planning.
- Collaborated with and presented to multiple stakeholders including product, design, marketing, and sales.
- Improved team process by creating user research scripts and templates.

Product Designer

Tech4Good Research Laboratory @ University of California, Santa Cruz | June 2020 - June 2022

- Led a design team to evaluate and implement solutions for various products in the research lab
- Identified client's needs as a user for scheduling meetings, appointments, discussions etc.
- Researched competitors and defined user needs to create appointments and bookings
- Sketched wireframes and low fidelity mockups with senior designers to create user flows
- Established high fidelity mobile mockups and currently working on usability testing to evaluate mockups

Co-President & Co-Founder

Creative Tech Design @ University of California, Santa Cruz | Sept 2019 - June 2022

- Established a platform for aspiring designers to collaborate, network and learn the fundamentals of user experience design & research
- Partnered with UC Davis to host a design hackathon that gave students the opportunity to showcase their skills by designing a product that educates users on social justice

EDUCATION

University of California, Santa Cruz • 2018-2022

B.S. in Cognitive Science (Honors), Concentration in Human-Computer Interaction

SKILLS

Figma, Visual Design, Rapid Prototyping, User Research, Mobile/Web Design, Interaction Design, Wireframing, Product Design, User Interviewing, Data Analysis, User Experience Design, Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, Invision, Miro, Python, HTML/CSS
