
EXPERIENCE

UX/UI Consultant | 10.2016 - 09.2019 & 07.2023 - present

- Product Designer @ Peerspace : Feb 2023 - Apr 2023 - engage stakeholders for product requirements, led usability testing and QA, worked with external consultants for consistent intuitive user-centered requirements with ChatGPT analysis.
- Sr UX Designer @ Astoria AI : July-Oct 2023 - led user research & analysis/synthesis, managed a design team for user interface and engaged stakeholders for product requirements, worked with external consultants for product requirements.

INTELLIBRIDGE | Sr UI Designer | 02.2022 - 06.2023

- Collaborate with stakeholders and developers to define user experience, user scenarios, process flows, wireframes and product journeys via Agile/HCI mockups.
- Create user centric story driven UI designs for FedCiv, nonprofit, and commercial clients with client web deliverables for improved user experiences with ChatGPT.

BRAINRIDER@META | CMS Specialist | 10.2019 - 01.2022

- Co-designed many Meta product marketing pages for our business channel. Top examples include Messenger, Instagram, and Whatsapp. Engaged cross-functional stakeholders as sole UX/UI designer to relaunch pages to a 50% increase in signups.
- Co-designed and developed content for the Meta F8 2021 Conference. Deployed 50+ live assets within 8 hours which held 200% traffic for 4 weeks post-conference with brand consistency.
- Worked cross channel with marketing groups with Meta AI suite. Was project manager, UX content strategist, UI designer, and UI developer. Created live assets for internal marketing channels with large SEO returns post-release.

CITY AND COUNTY OF SAN FRANCISCO | Hybrid Designer-Developer | 06.2014 - 09.2016

- Designed an information technology parking locator and food search (Yelp) in the City of San Francisco mobile webapp using industry trends/design patterns
- Designed for accessibility by using 508 compliance practices and inclusivity with disabled user friendly access. Webapp had 100% RO in 1 month.

PERFICIENT@SALESFORCE | Technical Consultant | 01.2013 - 03.2014

- Designed Salesforce web app portals for fortune 500 clients. As designer-developer, worked cross functionally between the client and internal teams. Launched sites with 50% ROI increase.

EDUCATION

University of California, Davis BA

Graphic Design

Computer Science Emphasis

Springboard Academy

UX Design Certification 01-06.2022

- I. *Student full UX capstone*
- II. *Google Ventures Sprint*
- III. *Industry Design group project - Kanban Zone*

SKILLS

UX Prototyping + Figma AI

User Research + ChatGPT

User centered design

User Interface Design

User Empathy

Persona Research

Adobe Creative Suite

Sketch/Figma

Mural/Miro/related

Invision

HTML5

JS | ReactJS + jQuery

CSS3 | LESS + SASS

Media Production

photo & video