

User Experience Designer

Los Angeles, CA
Remote / Hybrid / On-site

Education

ArtCenter College of Design
Bachelor of Science
Product Design
Pasadena, California
May 2014 - Dec 2018

Research Skills

ethnographic studies, field studies, field kits, a/b testing, user testing, affinity diagram, synthesizing data, user journey, surveys, dScout

Design Skills

wireframes, prototyping, design system, symbols library management, architecture information, user flows, storytelling, problem solving, presentations, illustrations, graphic design

Software Skills

Adobe CC (Ps Ai Xd Id Lr Pr), Sketch, Figma, InVision, Protopie, UXpin, Miro, Whimsical, ZeroHeight, Google Suite, Microsoft Suite, Hotjar, Abstract, & many more

Pull Experience / Los Angeles, California / September 2021 - November 2021

User Researcher - Contract

Framed discussion guides for a mobile diary study and remote in-depth interviews. Identified passion points, pain points, lifestyle changes, and trends. Synthesizing data to create themes in ethnographic research. Managed participants to complete entries using dScout. Participated in stakeholder interviews and synthesis feedback to understand project needs. Audited UX flow for client's cloud service.

BallerTV / Pasadena, California / March 2019 – March 2020

Junior UX Designer (Aug 2019 - Mar 2020) - Full Time

Proactively identify problems and solutions by auditing consumer-facing and internal products with a user-friendly approach. Took the initiative to rehaul an internal product to update user experience and to match the rebrand with the new design system. Collaboratively built the design system documentation, reviewed components to be scalable, and matched best practices on mobile, tablet, and desktop. Organized the symbols libraries to update and match the rebrand design system. Experienced in rapid prototyping lo-fidelity to hi-fidelity using UXpin, Protopie, InVision, Adobe XD, and Figma. Designed a new subscription modal resulting in a 21% increase in conversion. Brainstormed with the computer vision engineering team in solving a challenging user experience problem. Conducted multiple A/B testings to reassure the best direction to increase user engagement on consumer-facing and internal products. Developed high-fidelity prototypes to conduct in-person and remote usability testings. Created designs using user feedback to direct the UX for the scorekeeper app. Contributed to researching, testing, and designing the first beta app in react.js. Assisted the product team in developing PRDs. Have a mission to advocate the importance of user research and design.

BallerTV / Pasadena, California / March 2019 – March 2020

Associate Product Designer (Mar 2019 - Jul 2019) - Apprenticeship

Recruited, managed, and conducted interviews through UserInterviews for a 45-minute phone interview. Analyzed qualitative data to learn and define users to provide business opportunities. Presented user research project to stakeholders. Led research, design, and usability testing for the scorekeeper app. Explored design concepts and conducted A/B testing. Offered to accumulate a resource database to conduct user research for the design and product team efficiently.

The Honest Company / Santa Monica, California / May 2013 – August 2013

Graphic Design Intern - Internship

Iterated diaper pattern designs using Adobe Illustrator. Designed ads for blogs using Photoshop. Helped create an internal use catalog with InDesign. Designed, organized, and displayed media posters. Contacted and recruited models for photoshoots.