

EDUCATION

UCLA 2014
Design | Media Arts Major
Film & Television Minor

EXTENDED EDUCATION

Art Center Night
CCA Extension

SKILLS

UI + UX Design
Interaction Design
Visual Design
User Testing
Graphic Design
Photography
Video Production
Illustration

PROGRAMS & TOOLS

Sketch
Flinto
Invision
Photoshop
Illustrator
InDesign
AfterEffects

LANGUAGES

HTML & CSS
English
Chinese

EXPERIENCE

Famous

UI + UX Designer

2016

First in-house UI + UX Design hire for a series B (25 million) startup. Managed and collaborated with external design agencies Ueno and Creative Dash. Goals were to rebrand the company, create a new website, and do extensive product design explorations.

Developed a optimized and scalable design and workflow process that was extensively documented for consistency in work across teams in branding and product. Introduced user research, QA, formal design reviews, spec sheets for developers, use of extensive sketch symbols, project tracking, and deliverable guidelines into the process. At peak production, product team was producing 10 micro-app templates with interactions per week.

Infuse

Senior Designer

2015 - 2016

Senior Designer specializing with UI/UX design, brand identity, art direction, and front end development at a design and development agency in San Francisco. Strategized, designed and launched six products (mobile apps and websites) over an eight month period.

Managed and collaborated with remote and in house designers and developers to meet conflicting and aggressive timelines and budgets, while client facing to keep projects on track with clients' expectations.

Developed and implemented a more efficient and organized design process by introducing new tools and structures that was scalable and repeatable within the agile development cycle.

Nurture Digital

Graphic Designer

2013

Head graphic designer and marketing coordinator at a boutique video production and marketing agency in Los Angeles, California.

Photographed YONEX's international print campaign and point of purchase packaging for the YONEX ezone ai racquet with tennis player Ana Ivanovich. Art directed Whistle commercial.

Led a team of design and marketing interns to produce marketing and production-ready collateral for use in video commercials. Initiated the company's rebrand to Nurture, by created pitch decks and logos for investors. Researched, designed and conceptualized pitch decks for clients. Produced production-ready storyboards, vector assets, and post production style guides.