

About Me

I am a versatile Senior Product Designer at Apple, specializing in UI/UX design, prototyping, and user research. Over my 8 years at Apple, I have made significant contributions to various projects across AI, iOS, iPadOS, macOS, visionOS, and web platforms, including the Apple Support App and Apple Support websites.

Apple

2022 - Present

Senior Product Designer, AppleCare Digital

- Spearheaded design initiatives that introduced AI-driven features across iOS, macOS, VisionOS, and other platforms, contributing to the successful launch of multiple digital products on the Apple Support app and website.
- Collaborated with cross-functional teams, including engineering, research, product, and QA, to brainstorm, implement, and refine design solutions from conception through to final implementation.
- Produced high-fidelity comps, prototypes, and presentations to effectively communicate design concepts and solutions to large groups and executive stakeholders.

2018 - 2022

Product Designer, AppleCare Digital

- Contributed to design initiatives across web, iOS, iPadOS, and other platforms, supporting the successful launch of various digital products, including the AppleCare for Business Essentials and Onsite Service for the Support App.
- Developed and maintained comprehensive design systems from the ground up, ensuring consistency and scalability across multiple projects and platforms, and significantly improving team efficiency.
- Simplified complex workflows into user-friendly interfaces, enhancing productivity and usability for diverse user bases.

UC Berkeley Extension

Teaching Assistant: 2019
Mentor: 2018, 2020, 2021, 2022, 2024

Teaching Assistant & Mentor, UI Design

- Facilitated instruction and mentorship for a diverse group of 25 students, imparting fundamental principles of UI/UX design.
- Delivered guest lectures on "Intro to Prototyping," equipping students with essential skills in prototyping using industry-standard tools such as Sketch, Principle, and After Effects.
- Played a vital role in guiding students' progress by reviewing and offering constructive feedback on their final group projects, fostering their growth and development.
- Conducted follow-up mentor sessions, conducting thorough portfolio reviews and providing tailored guidance for job interview preparation, ensuring students were well-prepared for the next steps in their career journeys.

Hero Digital

2017 - 2018

UX Designer, Vendor at Apple

- Spearheaded design research, analysis, and conceptualization efforts as a full-time vendor at Apple, specifically focused on enhancing the design of Apple Support's online articles. Proactively identified opportunities to implement reusable content and leverage machine learning technologies across various channels.
- Fostered seamless collaboration with cross-functional partners to establish and maintain a robust internal design system. This initiative facilitated the creation of reusable components, empowering design and engineering teams to deliver high-quality work with efficiency and consistency.
- Leveraged prototyping techniques to bring designs to life and showcase interactive experiences, effectively communicating design decisions and validating that customer needs were met or exceeded.

Eden

2015 - 2017

Lead Designer

- Led end-to-end design and delivery of customer-facing and internal tools across multiple channels (web, mobile, iOS, Android), driving seamless experiences from initial ideation to final implementation.
- Engineered a highly successful cross-team design system that revolutionized hand-off processes and accelerated development time for engineers.
- Played a key role in Eden, a Y-Combinator-backed startup, helping secure \$10 million in Series A funding. In two years, Eden became a fully functional, diverse office management and services software company, ready for national expansion.

Homejoy

Oct 2014 - Jul 2015

UI/UX Designer

- Responsible for redesigning desktop & mobile webpages with new brand identity focusing on increasing functionality and performance for online platforms that connected professional cleaners with clients.
- Launched successful comprehensive print and interactive ad-campaign in Los Angeles to announce company-wide rebranding.
- Homejoy was successfully acquired by Google Home Services in 2015.

Education

University of California, Davis

B.A. Design, Visual Communications
International Relations, Minor