

education

Princeton University

Economics

2022 | GPA: 3.65

minors

Cognitive Science &

Computer Science

relevant coursework

Algorithms & Data Structures

Human Factors 2.0

Psychology of Decision Making

Animal Learning: How to Change

People's Minds

skills

design

Figma

Adobe Creative Suite

Sketch

InVision

User Interviews

User Testing

Prototyping (hi/lo)

Calligraphy

Autodesk CAD

development

HTML

CSS

Javascript

Java

Python

R

Stata

Webflow

Def Method | *UI/UX & Design Intern*

june - aug 2020 | remote

- Designed and implemented a case studies section of the website curating 8 projects to emphasize the expertise of Def Method in software consulting.
- Conducted 12 user interviews and pitched 2 product strategies that redefined the product approach for their in-house Chrome plug-in, Just Not Sorry.

Uproot Homes | *UI/UX & Design Intern*

june - aug 2020 | remote

- Redesigned the website emphasizing trust and a fluid user experience.
- Conducted market research to effectively expand the customer base through referral and ambassador programs after their pilot phase.

Intellinium | *Design Intern*

june - aug 2019 | aix-en-provence, france

- Analyzed relative market positioning to define their competition in the wearable technology space. Designed product casing and web design iterations.

The Boeing Company | *Program Manager Intern*

june - aug 2017 | huntington beach, ca

- Researched and developed my project through the ideation, engineering, manufacturing, quality, and finance stages.
- Pitched my project in a 30 minute presentation to the VP of the site and 30 staff members.

projects & leadership

ResInDe | *Co-Founder*

sept 2020 - present

- Lead a community of the most innovative students to deliver product strategies, design, and user research to Princeton organizations.
- Leading the redesign of the student directory, impacting over 5,000 students.

TigerTrends | *Creative Director*

jan 2020 - present

- Lead the creative direction of the bi-monthly fashion magazine for over 800 readers and restructured the organization of the expanded Editing team.
- Developed the rebrand and implemented the new website for a clean and professional brand for the only student-run fashion magazine on campus.

Daily Princetonian | *Digital Experience Designer*

sept 2020 - present

- Work with a team of developers and journalists to design the creative vision, user experience, and data graphics for the inaugural interactive website presenting an extensive survey on the Class of 2024 to hundreds of readers.

Princeton Entrepreneurship Club | *Director of Design*

may 2019 - may 2020

- Developed the rebranding of the 200+ student club and led a team of 3 student designers to create logos, gear, and editorial work for the 14 sub-teams.
- Initiated Design&Impact program that connects student designers to non-profits.