

**Education**

**Binghamton University** Class of 2021  
BS in Biomedical Engineering, Minor in Graphic Design  
Cumulative GPA: 3.54/4.00

**Certification**

**User-Centered Design Certification | Parsons School of Design**  
June 2023

**Summary**

Dynamic UX/UI Designer with 3+ years of experience in user-centered design. Passionate about storytelling, collaboration, and systems thinking. Skilled in enhancing digital experiences and delivering high-quality design solutions. Open to new opportunities to contribute to innovative projects.

**Experience****ConcentricLife, part of AccentureSong**

June 2021 - Present

UX/UI Designer

- Nominated for the 2025 Medical Advertising Hall of Fame Future Famer award, recognizing emerging leaders in medical advertising.
- Spearheaded the Wegovy website rebrand, creating a scalable design system and improving digital asset efficiency by 25%, while also leading the development of banners, emails, and websites to optimize user journeys.
- Designed a digital handbook for junior designers, reducing onboarding time by 30%, and developed high-fidelity prototypes for a dance therapy app, presenting best practices to stakeholders.
- Built and launched a biotech talent recruitment website on Squarespace through cross-functional collaboration.

**Student Association Programming Board at Binghamton University**

May 2020 - May 2021

Marketing Director

- Directed and curated social media and marketing content for fifteen events, including festivals and concerts.
- Collaborated with the SUNY marketing team to develop branding and logo for Virtual SUNY Concert - SUNY FEST.

**Girls Who Code at Binghamton University**

May 2020 - May 2021

Marketing Manager

- Developed content and assessed advertisement campaigns for social media platforms, curating branding guidelines.
- Secured four new sponsors in 2019-2020, updating the sponsorship pitch deck and brochure.

**Weblines Designs**

July 2019 - August 2019

Website Design Intern

- Enhanced search engine optimization on WordPress sites using meta tags and designed graphics.
- Improved Constant Contact newsletters, facilitating seamless updates by comparing clients' previous websites.

**Skills****Product Design**

- Figma
- Sketch
- InDesign/Illustrator/Photoshop/Adobe XD

- PlaybookUX
- Mural
- SparkAR
- Webflow

**Soft Skills**

- Storytelling
- Collaboration
- Independent work