

EXPERIENCE

UX Researcher • Fabric by Gerber Life, New York, NY

October 2023 - Present

- **Increased account creation by 15%** by conducting session recording analysis and identifying bugs while following the Rapid Iterative Testing and Evaluation method (RITE)
- **Created alignment between marketing and product teams** by crafting 3 user personas via analyzing 20+ in-depth user interviews and generating affinity maps
- **Improved application throughput by 4.3%** by finding users' behaviors and preferences through unmoderated and moderated usability tests

Product Designer • UW Medicine, Seattle, WA (Contract)

June 2024 - December 2024

- **Increased cancer screening scheduling by 12%** by creating conversational messages that offered customized verbiage for the targeted audience
- **Reduced provider search time** by re-designing the information architecture and search features based on issues uncovered via usability issues and user interviews
- **Enhanced chatbot trust and engagement** by discovering patient's expectations and behavioral patterns through coding and analyzing qualitative data gathered from 4 co-design sessions

Product Designer • Washington Native Plant Society, Seattle, WA (Contract)

October 2023 - December 2023

- **Delivered comprehensive end-to-end UX solutions** by conducting 5 user interviews, contextual analysis, and user journey mapping to discover pain points and generate insights
- **Streamlined product's value proposition with the organization's OKRs** by leading the visual design and information architecture to deliver higher engagement and adoption rate by younger audience
- **Enhanced team's understanding of the Wizard of Oz** research method by prototyping and conducting 4 usability tests

Web and UX Designer • Revital U, Plano, TX

August 2017 - June 2023

- **Reduced e-commerce website bounce rate by 8.7%** via fixing mobile optimization and content navigation discovered through user interviews and heuristic evaluation
- **Helped generate \$2.8M in revenue** over 3 years by redesigning the entire product lines and marketing collaterals (30+ SKUs) as the sole designer of the company
- **Designed a 48% faster checkout** by addressing usability issues uncovered via session analysis

EDUCATION

M.S. • Human-Centered Design & Engineering • University of Washington

2026 (Expected)

B.Des. • Digital Multimedia Design • Penn State University

May 2022

SKILLS

Research • User interview, usability testing, survey, competitive analysis, persona, affinity mapping, user journey maps

Design • Prototyping, interaction design, user interface, visual design, wireframes, mockups, user flows, typography

Tools • Figma, Adobe CC, Protopie, Voiceflow, HTML, CSS, SQL, Excel, Miro, Jira, Webflow, Usertesting.com, LogRocket