



Experience

NBCUniversal, Fandango

Associate Product Designer, UI
 Jun 2025 – Present

- Introducing social features for the Rotten Tomatoes website.
- Building and scaling a design system across web and apps to ensure transparency and communication across all stakeholders.

Paramount, CBS

Design Systems Intern
 Jun 2024 – Aug 2024

- **Developed and shipped internal Figma Plugin toolkit** to enforce design system guidelines and provide content generation tools for stakeholders
- **Merged CBS Sports and CBS News design systems** into a unified framework, streamlining brands and reducing inconsistencies.
- **Reduced design debt** by updating and enhancing documentation across **4+ libraries**, leading to improved team efficiency.

NBCUniversal, Fandango

User Interface Design Intern
 Sep 2023 – Apr 2024

- Spearheaded design and **shipped brand-merging solutions** for desktop, mobile web, iOS/Android platforms, **launching to 67 million users**.
- Standardized and documented Fandango and Fandango-At-Home design systems, consolidating 60+ components for scalability.
- Presented 30+ hi-fidelity wireframe mockups using flowcharts to developers and PMs to meet product requirements.
- Developed prototypes to send to engineers and product managers to speed up development process for 8+ modules.

USC Provost IT

UX/UI Design Intern
 Apr 2023 – June 2024

- Spearheaded design projects for USC's leading websites.
- Improved accessibility and responsiveness by 35%, **leading to 300% increase in engagement**.
- Structured logic for user journey maps within ServiceNow chatbot.

Leadership

Innovative Design at USC

President
 May 2023 – May 2024

- Supervised and led creative agency of **50+ students**, organizing design-thinking workshops and external design events.
- Negotiated client pricing structures with VPs of Creative Services, **resulting in increase of 563.16% in agency revenue**.

Web Design Product Manager

Sep 2023 – Dec 2023

- Spearheaded biweekly stakeholder meetings with clients and team.
- Streamlined user experience by addressing 4+ pain points, resulting in an **83% reduction in navigation complexity**.

LavaLab

UX/UI Designer
 Sep 2023 – Dec 2023

- Admitted to USC's top product incubator with 5% acceptance rate as to build B2C product review app end-to-end.
- Conducted design critiques with PM and 2 engineers using 10+ user interviews to ensure feasibility of 30+ hifi screens.
- Led usability testing via Maze and received 6 responses, altering wireframes to restructure visual hierarchy.
- **Won Judge's Choice Award for Best Product.**

Education

University of Southern California

B.S. Computer Science/
 Business Administration
 May 2025

Human-Computer Interaction, Statistics and Data Science for Business, Marketing Fundamentals, Principles of Software Development, Software Engineering

Awards

Best Product Award

LavaLab
 Dec 2022

Won \$1,000 prize for Judge's Choice Award for Best Product out of 7 teams.

Skills

Figma, Jira, Claude, Coda, Monday.com, Github, Visual Studios Code, Airtable, Webflow, TypeScript, HTML, CSS, React, Java

User Experience, Visual Design, Product Thinking, Interaction Design, Design Systems, Wireframing, Information Architecture, Prototyping, Storytelling, Handoff, User Research, User Interviews