

PROFESSIONAL EXPERIENCE

Freelance Product Designer

2024 - Present

Orbifold AI | Brand Designer

- Executed a complete website overhaul in Webflow with brand new landing page, blog, and careers page that increased average engagement time per user by 561%
- Edited and published engaging content for company blog
- Created product demo videos using Adobe After Effects to demonstrate product features
- Designed and proofread 4 startup pitch deck presentations in English and Mandarin, securing partnerships with 5 domestic and international clients and led to \$5 million in seed funding
- Spearheaded enterprise SaaS prototypes for 5 different generative AI services in Figma for use in demos with customers and investors
- Rapidly acted on ambiguous project requirements to create company marketing campaign and produce deliverables that emphasized product selling points

Konquer | UX Designer

- Launched new feature for hosts to restrict who can sign up for events organized on desktop and mobile app, with 10% adoption rate
- Created new tools for hosts to organize showbout matches in large-scale tournaments, allowing users to better keep track of events they are hosting or attending through the app
- Delivered Figma wireframes and mockup specifications to developers to ship iterative UI improvements

Get Ourchive | Product Designer

- Created the foundations of a design system to be easily scalable and follow modern design patterns used in comparative sites, making it more intuitive and mobile-friendly
- Improved information hierarchy and visual design of search results when browsing, reducing user time to find desired content
- Collaborated with remote cross-functional team to design new responsive homepage that better represented site mission and show users the breadth of content available

Tapped.ai | UX Researcher + Accessibility Designer

2023

- Led user research interviews and prototype testing to increase profile completion rate of users in mobile app

Vorbeck Materials | Graphic Design Summer Associate

2022

- Led the design of print-ready 44 page catalog in Adobe InDesign on a tight deadline to showcase difference between product lines and help customers decide what fit their needs best
- Wrote, edited, and proofread product descriptions, specifications, and promotional content, ensuring clarity and alignment with brand messaging
- Used color theory and typography to design innovative marketing collateral in Adobe Creative Cloud

EDUCATION

General Assembly | User Experience Design Immersive Program | Remote

Dec 2023

Maryland Institute College of Art | Bachelor of Arts in Product Design | Baltimore, Maryland

May 2023

SKILLS

Tools | Photoshop, Illustrator, InDesign, After Effects, Canva, Figma, Webflow, Wordpress, Google Analytics

Languages | English, Chinese (Mandarin)