

SUMMARY

01

Product Designer with 4+ years of experience bringing products from concept to launch across AI, AR, entertainment, streaming, and e-commerce. I specialize in UX strategy, interaction design, visual systems, and scalable design workflows. Over the past year, I've worked as the sole designer for early-stage startups, leading product design and brand direction, and collaborating closely with founders and engineers to ship MVPs and investor-facing prototypes.

PROFESSIONAL EXPERIENCES

02

Independent Product Designer

AI, Streaming, Web3, E-commerce

Sep 2024 – Present

- Sole designer for **early-stage products** in AI (studio holly) and streaming (Litebeem). I led end-to-end product design from concept to MVP, including UX strategy, user flows, high-fidelity UI, and scalable design systems.
- Built investor-ready **prototypes** and **design documentation**, collaborating directly with founders and engineers to support product pitches and development.
- Additionally created visual identity and product-facing UI systems for two consumer brands, ensuring consistency across digital storefronts and user experiences.

YuVee (Moviebill, LLC) | Product Designer (UI/UX)

Entertainment, Streaming Aggregation

Aug 2022 - Sep 2024

- Designed the **end-to-end user experience** for YuVee's streaming aggregation platform across web, iOS, and Android, focusing on usability, navigation clarity, and cross-platform consistency.
- Built the product's **design system**, including UI components, layout patterns, typography, color tokens, and documentation — to support scalable development and reduce design-to-dev friction.
- Delivered high-fidelity prototypes and developer-ready specs, improving collaboration efficiency by 35% and accelerating feature rollout.
- Contributed to the platform's launch to over **200K users** and increased user retention by **10%** through iterative UX improvements based on feedback and data.

Really AR (Moviebill, LLC) | Product Designer (UI/UX)

AR (Augmented Reality), Web3, Interactive Entertainment

Oct 2021 - Sep 2024

- Designed **user interfaces and interaction flows** for 20+ AR movie experiences across mobile and in-theater displays, enhancing audience engagement through intuitive spatial interactions.
- Helped drive **1M+ app sign-ups** through AR campaigns and digital collectibles created in partnership with Regal Cinemas and major film studios.
- Delivered high-fidelity prototypes and developer-ready design assets, ensuring consistent AR experience across platforms and smooth collaboration with engineering and 3D teams.

EDUCATION

03

Master of Interaction & UI/UX Design

Academy of Art University Jun 2019 - Jun 2021

Bachelor of Interior Architecture & Design

Academy of Art University Sep 2014 - Jun 2018

SKILLS

04

Skills: UX Strategy, Interaction Design, Visual Systems, Design Systems, Prototyping, AR/Immersive UI

Tools: Figma, Adobe Creative Suite (Photoshop, XD, Illustrator, After Effects, Premiere, Lightroom), HTML/CSS