



Summary

Innovative Product Designer and Cognitive Science Alumna with hands-on experience in product strategy and management across academic, startup, and enterprise spaces.

Experience

Digital Media and AI Specialist @ UCSD Business & Financial Services

JAN 2025 – PRESENT

Redesigned outdated UCSD Blink intranet pages to improve user experience and modernize content; developed a universal “Get Help” strategy to centralize support and reduce redundancy.

Maintained and updated UCSD Business & Financial Services web content, ensuring accurate, timely information for 1,200+ employees.

Migrated 500+ videos to MediaSpace, leveraging AI summarization to cut manual annotation time by 80%, while enhancing content security and access.

Head of Product @ AnxieTee

OCT 2024 – PRESENT

Conceptualized and co-founded AnxieTee, developing sensory-based wearable for everyday anxiety relief.

Directed product strategy and roadmap from ideation through development and testing.

Managed prototype development from ideation to viability, now undergoing user testing with student participants.

Engaged stakeholders and mentors to align vision, integrate feedback, and support continuous growth.

Designed and managed UX/UI for AnxieTee’s website, delivering a cohesive, accessible digital presence.

Junior UX Designer @ UCSD Design Co

JAN 2024 – APR 2024

Developed a sustainability app from concept through prototype, applying UX/UI principles and addressing food waste challenges.

Spearheaded UI/UX improvements, optimizing usability and preparing the app for stakeholder presentation.

Led the final launch phase of the project, ensuring full functionality and polished presentation readiness.

Website Designer @ Prisit

OCT 2022 – SEPT 2023

Collaborated one-on-one with startup and small business clients to design, refine, and launch websites that met their brand and user experience goals.

Executed the design research process for multiple projects, ensuring solutions aligned with client needs and enhanced usability.

Contact

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Education

University of California, San Diego

2023 - 2025

Bachelor of Cognitive Science
Specialization in Human-Centered Design

Relevant Coursework Product Design & Entrepreneurship · Data-Driven UX/Product Design · Usability Testing · Information Architecture · Product Marketing & Management

Awards Provost Honors/Dean’s List — Earned distinction for maintaining a 3.5+ GPA with full-time coursework over multiple quarters.

Certificate

UX Project Design Studio

Mar 2024

Certificate awarded to students who completed the 10-week Data Driven UX/Product Design course through UCSD Design Co.

Skills & Proficiencies

Tools

Design Figma · Adobe Creative Suite · InVision Sketch · Canva

Collaboration Microsoft 365 · Miro · Trello

Platforms ServiceNow · Content Management Systems (CMS) - Hannon Hill Cascade · MyEmma

Skills

Research User Research · Usability Testing · A/B Testing · Surveys

Design & Strategy Information Architecture · Journey Mapping · Storyboarding · Affinity Diagrams · User Personas · Product Strategy · Product Marketing & Management

Evaluation Heuristics · Data Analytics · Responsive Web Design · Design Thinking · Data-Driven Design