



Summary

UX/UI Designer with 4+ years of experience building user-first experiences across digital products that drive business outcomes. At Digital Heat Co., I drove a 15% increase in customer acquisition by leading a full-site redesign and end-to-end UX process. At EBizCharge, I accelerated payment processing by designing a multi-invoice web app that streamlined complex workflows into intuitive user journeys and eliminated performance bottlenecks through a dashboard that surfaced key metrics and enabled faster issue resolution. I also increased conversion rates by integrating core features into NetSuite and Salesforce. Proficient in Figma, responsive design, design systems, journey mapping, information architecture, wireframing, prototyping, usability testing, and high-fidelity mockups. Passionate about leveraging data to improve usability and drive business impact.

Experience

UX/UI Designer (Freelance), Digital Heat Co., Remote

July 2025 - Present

- Led a full-site redesign by spearheading the end-to-end UX cycle - including stakeholder and user interviews, persona and journey mapping, information architecture (card sorting & sitemap), wireframing, and usability testing - resulting in a 15% increase in customer acquisition.

UX/UI Designer, EBizCharge, Irvine, CA

Jan 2022 - Apr 2025

- Partnered with EBizCharge's leadership to redesign a multi-invoice web app optimized for desktop and mobile, streamlining complex workflows into intuitive user journeys and accelerating payment processing.
- Built a real-time, comprehensive dashboard with key metrics and data visualizations that enabled fast identification of performance bottlenecks and supported quicker issue resolution, reducing invoices pending over 11 days by ~20%.
- Integrated core features - such as payment link generation, batch processing with custom surcharge capabilities, request payment methods, sync downloads/uploads, recurring payments, and overdue charges - into ERP, CRM, and eCommerce platforms, resulting in a ~20% increase in conversion rates.
- Evolved a scalable design system by integrating reusable component libraries, ensuring UI consistency and accelerating the creation of polished screens.
- Partnered closely with cross-functional teams to drive feature discovery, prioritize product backlog items, and ensure technical feasibility while maintaining focus on user needs.
- Produced interactive prototypes and high-fidelity mockups, along with comprehensive documentation/specs, to facilitate smooth handoffs from design to development.

UI/UX Designer, UCLA Health, Remote

Sep 2020 - Dec 2021

- Revamped the appointment-scheduling flow from ideation to execution with rapid prototyping and iterative usability testing - resulting in increased conversion rates.
- Built a unified marketing analytics dashboard with data visualizations by conducting discovery, including persona development and journey mapping, to identify pain points and opportunities - leading to a 25% reduction in time-on-task.
- Spearheaded the transformation of high-visibility pages, reducing cognitive overload and improving usability, which resulted in lower bounce rates and fewer support inquiries.
- Presented new concepts to cross-functional teams, gaining buy-in from both technical and non-technical stakeholders.

Web / Interaction Designer, Extron Electronics, Anaheim, CA

Jun 2018 - May 2020

- Spearheaded the design and development of user portals and technical landing pages for AV professionals, delivering data-informed UIs by collaborating closely with UX researchers.
- Improved web accessibility to meet WCAG standards by implementing semantic HTML, meaningful alt text, keyboard navigability, and sufficient color contrast - enhancing UI inclusivity for all users.
- Led usability testing for mega-menu, uncovering key friction points and translating insights into actionable design recommendations that improved navigation efficiency.

UX Designer, Exertus, LLC., Carlsbad, CA

Feb 2017 - Mar 2017

- Revamped web pages by leveraging key user insights from analytics and successfully delivered the final solution in a fast-paced, early-stage startup environment.

Graphic Designer & Web Design / Dev Intern (Various Roles)

Jun 2004 - Jan 2015

- Designed promotional materials and websites using visual hierarchy, cohesive branding, and developing scalable Bootstrap/HTML implementations to enhance user experience.

Tools & Skills

Design

Figma, XD, Illustrator, Photoshop, Proto.io

Research & Testing

User Research, Usability Testing & Analysis, Wireframing & Prototyping, Survey, Information Architecture (Card-Sorting), A/B Testing, Discovery,

Deliverables

Personas, User Journeys, User Flows, Wireframes, Prototypes, Design System, High-Fidelity Mock-ups, Data Visualization, Component Libraries, Accessibility Best Practices (WCAG Compliance)

Product Types/Platforms

Web App, SaaS Platform, Responsive Design, Mobile App

Task Management

Jira, Notion, Asana, Slack, Trello, SharePoint

Development

HTML, CSS, Bootstrap, Tailwind

Language

English, Japanese

Education

Master of Science in User Experience Design, Kent State University

Certificate of Achievement in Web Design & Development, San Diego Mesa College

Bachelor of Science in Graphic Design, Arizona State University