

## Experience

**Lead Product Designer, FalconX**      **New York, NY + San Mateo, CA / mar 2023 - present**

- Established and led the first in-house design team, establishing design foundations, enforcing design system and guidelines, creating structured design processes and documentation
- Partnered with leadership on product roadmap prioritization and resource estimation
- Led trading and reporting platform redesign initiative, improving reporting and navigation through user research and concept validation
- Designed Loan Management System, enhancing loan origination and management processes.
- Led the design of FalconX Custody, a digital asset storage solution, integrating with FalconX's suite of products

**Product Designer, 21.co****New York, NY / apr 2022 - feb 2023**

- Led design of OEMS trading platform, creating comprehensive workflows for order management and execution through user research and stakeholder collaboration
- Participated in 21Shares website redesign, improving conversion through competitive analysis, user research, and design system implementation

**Product Designer, DAOrecords****KL, Malaysia / dec 2021 - apr 2022**

- Designed Creator Console dashboard for NFT minting and management
- Led end-to-end design process from research and ideation to implementation
- Developed landing page through user research and stakeholder collaboration

**Product Designer, Freelance****New York, NY / dec 2019 - apr 2022**

- Redesigned Magby photo print kiosk interface, achieving 12.5% sales increase through improved editing and checkout experiences
- Led U-Snap service app redesign through comprehensive user research and stakeholder workshops
- Increased DisplayNow website conversion through improved information architecture and dashboard optimization
- Designed Web3 gamified liquid staking platform for Chymera, including landing page and game dashboards
- Created user-centered solutions across various industries through wireframes, UI design, and interactive prototypes

## Education

**B.A. Psychology****New York, NY / jan 2018 - dec 2021**

CUNY Hunter College

**UX Design Certificate****New York, NY / jan 2021 - may 2021**

General Assembly

## Skills

**UX Protocols**

Survey / Interview / Contextual inquiry / Card sorting / Usability test / Persona / Empathy Map / User Journey Map

**Design Tools**

Figma / Adobe Creative Suite / Webflow