

EXPERIENCE

NEW AMERICAN FUNDING - LEAD PRODUCT DESIGNER

Nov 2022 - Current

- Led product from conception to completion that achieved a 100% adoption rate and generated over \$100,000 in leads and funded loans.
- Conducted 20+ user interviews, designed and prototyped 200+ screens, broke down complex workflows to generate a streamlined loan origination process.
- Worked with Product and Strategy teams to define features, create user flows, and develop a product roadmap.
- Weekly pre-grooming and scrum meetings with engineers ensured that implementation was seamless.
- Spearheaded UX team transition from Adobe XD to Figma, and contributing to corporate site redesign.

NASA CO-HARVEST - INTERN

Jan 2021 - July 2021

- Designed a high-fidelity prototype of a navigable and interactive crop monitoring system that enables agricultural managers to effectively oversee and maintain their growing crops by advancing satellite imagery and time-series data throughout the growing season of an agricultural crop.
- Conducted user research with user interviews, empathy map creation, and user flows as a foundation for designing solutions to daily work needs.

SPA #1 NAILS - WEB DESIGN

Aug 2018 - Aug 2022

- Redesigned salon website to highlight a modern, feminine, and elegant brand identity.
- Upkeep website by redesigning site components in order to incorporate user feedback from user interviews and usability testing.

PROJECTS

REALM COFFEE COMPANY

Jan 2024 - March 2024

Website design for a coffee company based in Brooklyn, NYC. Conducted competitive analysis for site features, produced wireframes and hi-fidelity prototypes, delivered with Shopify implementation.

RENTY

April 2023 - July 2023

Designed a long term rental management product. Conducted market research for initial product feature value, facilitated user interviews, developed brand identity, and designed and prototyped hi-fidelity screens.

MUSE OASIS

Jan 2022 - July 2022

Website design for a brand identity and development agency based in Los Angeles, CA.

EDUCATION

University of Maryland

Sep 2018 - May 2022

Bachelor of Information Science

TOOLS

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Miro

SKILLS

- UX/UI Design
- Product Strategy
- Growth-Driven Design
- User-Centered Design
- User Research
- User Interface
- User Experience
- Interaction Design
- Wire-framing
- Rapid Prototyping
- Usability Testing
- Information Architecture
- User Flows
- User Interviews
- Cross Collaboration
- Project Management

INTERESTS

- Fashion and Beauty
- Foreign Horror Films
- Cooking
- Fitness and Health
- Clay Making
- Traditional Japanese Flower Arrangement
- Skincare
- Dog grooming

