

WORK EXPERIENCE

Verlas / UX Designer / Nov 2023 - March 2024

- Led the redesign of the jewelry detail page to optimize the diamond jewelry shopping experience for an e-commerce website. Utilized user flows and A/B testing to deliver **20** high-fidelity prototypes, achieving a **10%** increase in the website **conversion rate**.
- Conducted **12** user interviews, comprehensive competitive analysis, and website audit to identify 3 key pain points contributing to Verlas' low revenue. Developed and implemented 3 design solutions to effectively address each issue, leading to an **8%** growth in **monthly sales**.
- Aligned copywriters and engineers to revise the information architecture of the About Us page and design a new Blog Page to apply schema markup, resulting in a **15% increase** in monthly **website traffic**.

Freelance / UX Designer / Dec 2022 - May 2023

Kanban Zone / Website Design

- Led the redesign of the Kanban Zone home page, implementing an intuitive navigation menu, enhanced content, and updated CTAs, leading to an **8% increase** in user sign-ups.
- Implemented 3 design solutions to showcase the product's unique selling points on the homepage. Conducted comprehensive competitive analysis and usability testing to deliver **14** wireframes and **18** mockups.
- Collaborated with the product manager, designers, and engineers to refine the design strategy, set weekly design deliverables, promote open communication, and encourage critical feedback.

SAVE / Mobile App Design

- Independently designed a financial mobile application, delivered **3** hero features and **60+** mockups. Conducted 2 rounds of usability testing, achieving a 9.0 out of 10 user satisfaction rate and a **95%** product recommendation rate.
- Brainstormed **14** design ideas and evaluated design options using the Value & Effort matrix; the final version increased the task completion rate for expense tracking and budget setting by **21%**, significantly enhancing user financial management efficiency.

Depict Brands / Product Designer Intern / Aug 2022 - Nov 2022

- Spearheaded the design of a dental clinic website, introducing a new online **appointment scheduling** feature. Conducted a comprehensive competitive analysis, user flow synthesis, and prototype development, successfully generating **27** online appointments post-launch.
- Enhanced website **user engagement** by redesigning the clinic service menu, improving information architecture, and ensuring visual consistency of UI components, resulting in a **17%** reduction in the bounce rate.
- Discovered the clinic's story, mission, and values through stakeholder interviews and a SWOT analysis, effectively consolidating this information on a redesigned About Page to enhance patient trust and clinic credibility.

EDUCATION

Boston University

M.A. in Emerging Media Study

Sep 2021 – Aug 2022, Boston, MA

#User-Producers: Developing Interactivity

#Social Data Analysis and Visualization

University of Washington Bothell

B.A. in Business Finance

Jan 2018 – Dec 2019, Bothell, WA

SKILLS

Design

Figma, Sketch, Principle, Adobe CC, Photoshop, AfterEffect, InDesign, Illustrator, Midjourney, UX/UI Design, Product Design, Graphic Design, Brainstorming, Illustration, User-Centric Design

Research

User Research, User Interview, Storyboarding, Participative Observation, Usability Testing, Wireframing, Competitive Analysis, Focus Group, Persona, User Journey Map, Survey, Heuristic evaluation, InVision, Slack, Miro, Notion

Programming

HTML & CSS

GRAPHIC DESIGN PROJECTS

Museum of Museums

Nonprofits / Poster Design

Mar 2022 - April 2022

Chinese Taste

Restaurant / Menu Design

May 2021 - Jun 2021

Raindius Media

Media / Social Media Content

Jan 2021 - Mar 2021