

EDUCATION

**California Polytechnic University,
Pomona**

**B.A. Liberal Studies
(Communications Focus)**

CERTIFICATIONS

Google
UX Design Professional Certificate

IBM
IBM Design Thinking Practitioner

FreeCodeCamp
Responsive Web Design Certificate

SKILLS

I have experience working with cross-functional teams using **design thinking methodologies** to brainstorm and ideate on a variety of projects. I can do **user research, user flows, persona development, wireframing, and prototyping** at various levels of fidelity, and highly value collaboration and working as a team.

Additional Skills:

UX Writing
Data Analysis
Graphic Design
Excellent Communication
Love of Collaboration
Active Listening
Critical Thinking

Tools:

Figma
Sketch
Adobe Suite (XD, Photoshop, Illustrator)
Invision
Userpilot
Notion
GitHub
Grain
Slack
Jira
Productboard
Unity & Unreal Engine
HTML & CSS

WORK EXPERIENCE

EverTrue August 2022 - Present
Product Designer

Act as lead designer on multiple new features and user flows, including an enterprise cloud-based fundraising platform, video recording and delivery web app, an on-demand digital reporting service.

Key metrics:

- Pioneered a new video recording and delivery framework within the ThankView platform leading to a **38% increase** in upsell revenue, representing an estimated ARR of **\$500,000**.
- Prototyped and designed an AI natural language search and recommendation engine, helping to elevate Net Promoter Scores (NPS) with early adopters from **+27 to +44** over a rolling quarter period.
- Redesigned the onboarding and feature adoption process for the ThankView platform by integrating Appcues and leveraging FullStory analytics, generating over **6,000+ unique interactions** within the first month of implementation.

JustSleightly LLC March 2021 - August 2022
Product Designer, VR

Over the course of this contract, I worked on 3 projects. I helped design and prototype a VR user interface for a tool used within the "VRChat" game framework. I also worked on an e-commerce storefront featuring 3D assets and Unity development tools. Finally, I did copy and UX writing for different Unity-integrated tools to further improve the user flow using research feedback as a basis for design decisions.

Key metrics:

- Spearheaded redesign of the user interfaces for a leading VR menu asset, driving a **21% increase** in sales and establishing a new benchmark for product performance.
- Enhanced and refined the e-commerce sales funnel, resulting in a **7% uplift** in conversion.

GenOne Studios June 2020 - August 2021
UX Designer, Prototypes

Served as a Prototype and UX Designer, leading the research, design, and prototyping of sophisticated user interfaces tailored for digital game environments.

Key metrics:

- Implemented and delivered over **80+ distinct HUD** (Heads-Up Display) screens for contracted partners.
- Generated extensive creative content, including art descriptions, flavor text, and original IP development documents as part of the design team.

Fedex Freight October 2018 - May 2022
Supervisor Assistant

Oversaw a comprehensive dock-wide freight operation, guaranteeing daily adherence to strict deadlines and ensuring the precise accuracy of loaded freight against projection data.

Key metrics:

- Supervised a team of **53 freight handlers**, playing a crucial role in strategic planning sessions and the execution of daily objectives.