

Experience

Sound Family Medicine

Information Architect | Visual Designer

Oct-Nov 2019

- Participated in a design studio with the client
- Conducted comparative and competitive analysis to gain insight on medical industry trends in order to understand the design landscape
- Validated proposed menu categories based on persona needs and used card sorting to understand mental models when analyzing the company's sitemap
- Designed hi-fi visual mockups of homepage, providers (search), provider's profile, and request appointment feature, using company style guide

Common Ground Coffee & Cupcakes

Assistant Manager | Content Creator

Mar 2007-Present

- Manage daily workflow for staff and did inventory checks and occasional purchases
- Design and manage digital content to enhance brand visibility and foster a strong online community through social media platforms, with Facebook having over 1900 likes
- Design and produce print media to enhance visual appeal in-store
- Represent the company during community events and industry conventions

Projects

G33kOut

Full-Stack UX Designer

32 Hours

- Collaborated with 1 designer and 2 developers to create a MVP iOS meetup app
- Produced survey with 11 participants and conducted 3 interviews, created proto-persona, and spearheaded the interaction and visual design process for the overall feel of the app
- Conducted 3 rounds of usability testing; made iterations and brought the SUS score from 90.1 to 99

Seattle Public School District

Project Manager

Two-Week Duration

- Generated a timeline of deliverables via Kanban workflow management and agile methodologies
- Ran daily standups to assess the team's landscape and process throughout the project
- Assisted the researcher in analyzing the insights produced during affinity mapping
- Created the user journey and storyboard to visualize the persona's process using the product

MacPherson's Leather Company

Full-Stack UX Designer

Two-Week Duration

- Completed e-commerce redesign for Seattle-based retail/wholesale business
- Conducted interviews, created persona and problem statement/hypothesis, researched competitive markets
- Used open card sorting to revise and streamline the site map
- Designed 12+ mid-fidelity wireframes and conducted 8 usability tests with users

Skills

User Research

- Interviews
- Field Research
- Survey Building
- Affinity Mapping
- Competitive Analysis
- A/B Testing
- Usability Testing

UX Design

- Design Ideation
- Persona Conception
- Storyboards
- User/Task Flows
- Information Architecture
- Sketching
- Wireframes
- Prototyping
- Visual Design
- Accessibility Design

Tools

XD	Wordpress
Sketch	Drupal 7
Adobe CC	Sublime
InVision	Optimal Work-
Figma	shop
Marvel	Lucid Chart
Balsamiq	

Education

General Assembly Seattle

User Experience Design
Immersive, 2019

University of Washington Tacoma

Communication Studies, B.A.,
2014- 2016

Awards

2019: **2nd Runners Up** | 7th UW
Prototon | UX Hackathon

2019: **Best Implementation** | GA
Hackathon