

Work Experience

UI/UX Designer | Music Link (Remote)

Nov 2022 - Jan 2024

- Defined and launched a **mobile app** and **web platform** from **0-1**, utilizing market research, competitive analysis, and iterative design sprints to inform a user-centered design approach. Improved user adoption by 45%.
- Developed and implemented brand strategy, visual identity, and content for marketing campaigns, increasing pre-launch engagement by 40% based on audience anticipation metrics.
- Implemented responsive app design solutions across platforms (**Web, iOS, and Android**), resolving cross-functional design and engineering challenges. Presented final designs and high-fidelity wireframes to leadership, securing buy-in for implementation.

UI/UX Designer | Cigna Healthcare (Remote)

Dec 2022 - Jul 2023

- Optimized **end-to-end** pharmacy **e-commerce** platform through user research, journey mapping, usability testing, and A/B testing, achieving 7% engagement growth and a 5% satisfaction increase.
- Led the New Financial Program integration using **data analysis** and **agile** design methodology, creating user flows and implementing a seamless **checkout and payment** experience, generating a 3% revenue increase.
- Simplified the COVID-19 test kit ordering process, resulting in a 15% reduction in order cancellations. Key improvements included **a streamlined user flow** and integration of real-time inventory data via a new API.
- Drove enterprise-wide rebranding initiative, engaging **50+ stakeholders** to build a 200+ component design system, achieving 90% brand alignment and ensuring visual consistency.

Founding UI/UX Designer | Gpace (Remote, Freelance)

Jan 2021 - Jul 2022

- Led UX strategy for a **SaaS e-learning** platform(web app), growing the user base to 50K in 6 months through an agile approach informed by A/B testing and platform data insights.
- Delivered an admin dashboard (internal tool) with **data visualization**, accelerating team analysis and decision-making.
- Streamlined the **design-to-development** workflow in Figma, improving collaboration with engineering and reducing **handoff** time.

Senior Experience Designer | The Baubox (Los Altos Construction)

Nov 2018 - May 2020

- Designed and optimized user-friendly omni-channel website and in-store experiences, aligned with brand visual identity, resulting in a 20% increase in web traffic and a 16% improvement in lead conversion.
- Facilitated weekly design sprints and retrospectives for a 12-member cross-functional team, ensuring **project timelines** and deliverables were met through team discussions and presentations.

Projects

Senior Designer | Tectonic (Remote)

Nov 2022 - Jan 2024

- Revamped enterprise design system using agile and accessibility standards (WCAG), reducing maintenance costs by 15% and improving scalability.
- Presented the updated design system and conducted training sessions for team adoption.

Education

University of Michigan – User Experience Research and Design Certificate	2020
University of California, Los Angeles – Master in Architecture Design	2017
University of Missouri - Bachelor of Fine arts Graphic Design	2014

Skill

Technical Skills : Figma, Sketch, Adobe XD, InVision, Principle, ProtoPie, HTML/CSS, Google Analytics, Mixpanel,Jira

Design Skills : User Research, User Testing, Prototyping, Visualization, Wireframing, Information Architecture, User Flows, Interaction Design, Responsive Design, Design Systems, Material Design, Accessibility (WCAG), Design Thinking, Agile Methodology