



Experience

ohora X Shineflow
Digital Designer

Mar 2023 - Current

- Stayed up-to-date on current design trends and created 300+ visual assets for digital commerce across multiple channels that increased click-through rate by 2.8% and revenue by 778.5%.
- As a freelance designer, built strong communication and collaboration skills by closely working with cross-functional partners and various stakeholders.

Entertainment Futures Lab, Purdue University
UX Research Assistant

Jan 2022 - May 2022

- Gathered and interpreted diverse qualitative and quantitative data by developing survey and interview protocols, and facilitating 27 interviews.
- Built the competency list on the UX aspects of game design via literature review, comparative analysis, interview analysis, and other collateral as needed.

P&G (Industry Sponsor)
UX Designer

Aug 2021 - Dec 2021

Insights + UX/UI to grow products on Amazon

- Closely worked with the Director of the P&G Amazon UX Design Team and 6 fellow UX students in designing total of 7 UI widgets for P&G beauty products in the Amazon mobile app.
- Uncovered 15 shopper behaviors through secondary research, user journey mapping, customer surveys, and preference testing.
- Prototyped 50+ interactive screens to create new product details page, product comparison page, and float menu.

Microsoft Teams (Industry Sponsor)
UX Designer

Aug 2020 - Dec 2020

Career Guidance Platform Design

- Collaborated closely with a PM at Microsoft Teams and 6 fellow UX students to create an integration into Microsoft Teams.
- Investigated the pain points of project users by carrying out user research such as analysis of 20+ competitors, 12 user interviews, and 3 design workshops.
- Prototyped 20+ interactive screens and conducted desirability testing for a web-app career guidance platform.

SuperPower Lab, Purdue University
UX Research Assistant

Aug 2020 - Aug 2021

- As part of the User-Centered Design Team, interpreted users' pain points of using the SaaS tool via content analysis of 900+ qualitative and quantitative data.
- Conducted usability reviews and heuristic evaluation of the current release of the SaaS tool, and identified 23 existing issues -- both functionally and usability-wise.
- Iteratively created prototypes for usability testing by collecting, processing, and acting on design feedback.

Education

Purdue University
Aug 2019 - May 2022

Bachelor of Science with Distinction

Major: UX Design (GPA: 3.89/4.00) | Minor: Psychology (GPA: 3.93/4.00)

Awards

TechTogetherSeattle
May 2023

Winner of the Best Design

Skills & Tools

UX Design
User Research
Visual Design

Wireframing
Persona Creation
Journey Mapping

Figma
Storyboard
User Flows

Adobe Creative Suite
HTML5 / CSS3
User Testing