



Projects:

UX Designer and Project Manager

One Less Thing LLC

Oct-Nov 2017 (3 weeks)

-Worked with 2 team members to redesign the mobile website (home page, onboarding, and hiring flow) in order to impact user conversion rates through better understanding of "how it works" and value proposition.

-Successfully leveraged insights from user interviews, surveys, usability testing, competitive analysis, persona development, affinity mapping, rapid ideation, heuristic evaluation, and visual design principles to create a high fidelity prototype to hand off to the engineering team

-Managed client relations and communicated needs to design team, and managed product roadmap with confidence and enthusiasm

UX designer and researcher

Netflix (fictional brief)

Oct 2017 (2 weeks)

-Worked with 2 team members to design an MVP for Netflix's desktop website to enable users to add friends and recommend content

-Implemented research methods including stakeholder interviews, surveys, competitive and comparative analysis, and usability testing to develop personas to inform the visual and interaction design of key flows

-Helped build high-fidelity wireframes in adherence to Netflix's visual design style guide

UX designer and researcher

Telegraph Hill Tours (fictional client)

Sept-Oct 2017 (2 weeks)

-Solo design project to design an e-commerce tour booking website

-Implemented user interviews, surveys, competitive and comparative analysis, and usability testing to drive the information architecture and design of the mid-fidelity digital prototype

Accomplishments:

Finalist

Awakens Genome Link Hackathon

December 2017

-Worked with 5 team members to research, design, and code the mobile web application "Mama App", which allows pregnant women to take control of their prenatal nutrition using their own genomic data

-Implemented Genome Link API and USDA API and leveraged insights from market and competitive research, as well as user interviews and surveys to create a high-fidelity prototype

Work Experience:

Founder, Product Designer

Silversheep Jewelry

2014-present

Utilized entrepreneurial work ethic in order to found and manage an e-commerce startup
Designed and maintained responsive website, including accurate and prompt order fulfillment and providing high quality customer service
Leveraged end-to-end strategy and vision in order to target ideal users and increase profit by > 400%

Successfully managed social media accounts and drove conversions from follower to customer

Maintained accurate bookkeeping and tax records

Wore many hats and remained flexible in order to accomplish all necessary business-related tasks

Jewelry Curator

Virago Gallery

2015-2017

Leveraged excellent communication skills to scout and collaborate with artists and clients
Created social media content and marketing emails

Merchandised and maintained e-commerce website

Implemented innovative new inventory system and organized point of sale back end to improve accuracy of inventory data

Freelance classical musician (Opera Singer)

2011-2014

Prepared music for auditions and performances
Attended voice lessons and coaching sessions regularly in order to maintain a high level of skill and artistry

Maintained publicity materials including website and resume

Performed in operas, concerts, and donor events

Education:

Certificate in User Experience Design

General Assembly

November 2017

Certificate in Software Product Management

University of Washington

June 2016

Master of Music in Vocal Performance

University of Washington

June 2011

Bachelor of Music in Vocal Performance

University of California, Santa Cruz

June 2009

Tools

HTML & CSS

InVision

Adobe CC

Sketch App

Google Analytics

Bootstrap UI

Lean UX

Kanban

Zeplin

Agile Methodology

Methods

Card sorting

User research

Affinity mapping

Contextual inquiry

Competitive analysis

Persona development

Heuristic evaluation

Empathy mapping

Usability testing

Rapid ideation

Interviewing

Prototyping

Prototyping

Skills

Professionalism

Attention to detail

Excellent communication skills

Ability to multi-task

Results oriented

Proactive

Passionate

Leadership

Teamwork

Self-directed

Persuasive

Collaborative

Articulate and confident presentation skills

Articulate and confident presentation skills

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