

EXPERIENCE

UX Research & Design Intern

May 2017 - Aug 2017

Bloomberg LP

- Conducted user research on the file management and organizational behavior of 11 Bloomberg users using semi-structured interviews and contextual inquiry
- Identified file management user types and major workflows to create clarity around Bloomberg file management behaviors
- Designed a file management system that supported the accessing, sharing, and organizing of files for the unique behaviors of Bloomberg users
- Collaborated with engineers, product managers, and designers to design a technically feasible, business-oriented, and user friendly product

Designer, UX

Mar 2015 - Mar 2017

Comrade

- Produced annotated wireframes for various applications, websites, and platforms
- Conducted heuristic evaluations to identify usability issues in web and mobile applications
- Created strategy documents including journey maps, sitemaps, and storyboards
- Oversaw the development of testing scripts for user and concept testing
- Built robust, test-ready prototypes with Axure, Invision, or iRise
- Designed high-fidelity visual mockups
- Collaborated and interfaced with clients daily to ensure client satisfaction and successful completion of project deliverables

Select Clients: Wells Fargo, BlackRock, Charles Schwab, Silicon Valley Bank, TIAA

Marketing Operations Specialist

Feb 2014 - Jul 2014

Radius Intelligence

- Tracked all outbound marketing campaign activity via Salesforce and Excel
- Supplied the sales team with 25+ marketing qualified leads per week
- Collaborated with Sales Operations to synchronize across sales and marketing initiatives
- Created the outbound marketing campaign process
- Sourced over 500 marketing qualified leads for outbound marketing and sales campaigns

Data Analyst

Jul 2013 - Dec 2013

Avadyne Health

- Implemented client revenue data into proprietary applications based off project requirements
- Configured and validated ETL processes from multiple data sources
- Maintained analytics and alert mechanisms related to data and analytic services
- Monitored key application performance (system monitor and other utilities)

EDUCATION

MS Human-Computer Interaction & Design

Sep 2016 - Sep 2017

University of California, Irvine

Product Design & UX Design

Sep 2014 - Nov 2014

Tradecraft

International Economics, Exchange Program

Aug 2012 - Jan 2013

Chinese University of Hong Kong

BS Business Administration: Information Systems

Aug 2009 - May 2013

San Diego State University

Skills

Sketching
Prototyping
Wireframing
Storyboarding
Mockups
Personas
Sitemaps
Journey Maps

Tools

Sketch
Invision
Keynote
Figma
Axure RP
Adobe XD
Illustrator
Photoshop
Balsamiq
Omnigraffle

Interests

Modern Art
Food
Music
Travel
Basketball
Photography