

- JAN 2018 - PRESENT**    **UX/Digital Product Designer**  
**Freelance, Los Angeles, CA**  
I am freelancing with clients in Los Angeles:
- Conducting customer and industry research via surveys and meetings
  - Visualizing and pitching marketing ideas to business leaders
  - Delivering digital and print design projects
- SEPT 2016 - AUG 2017**    **Sr. UX/UI Designer**  
**Viacom, Hollywood, CA**
- Led the product redesign of Bellator MMA's mobile app
  - Produced wireframes and prototypes for product team
  - Designed and delivered UI comps, assets, and specs
  - Developed a script and prototype for user testing
  - Presented designs to stakeholders
- MAR 2016 - OCT 2016**    **Lead UX/Visual Designer**  
**Hilton Worldwide, Glendale, CA**
- Oversaw the product UI design of Hilton Honors iOS app
  - Led design team of three to design and deliver UI comps, assets, and specs
  - Participated in travel industry focus groups
  - Presented designs to stakeholders
- DEC 2013 - NOV 2015**    **Senior Designer**  
**The Evangelical Covenant Church, Chicago, IL**
- Designed resource and marketing materials for global humanitarian relief efforts
  - Designed tools for assessing, training, and improving nationwide church planting efforts
  - Led graphic design of denominational magazine
- AUG 2011 - AUG 2013**    **Art Director**  
**Not That, This, Studio City, CA**
- Created ideation, UX, and UI design for clients including: Disney, ABC, CNN, and Netflix
  - Oversaw design production at client offices (ABC Player and 2012 Oscars apps)
  - Mentored and managed junior designers

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## EDUCATION

**Art Center College of Design, Pasadena, CA**  
BFA Illustration & Fine Art, 1996

## SKILLS & DELIVERABLES

user testing, wireframing, prototyping,  
visual design comping, asset delivery, pitch/  
ideation decks

## SOFTWARE

Sketch, InVision, Adobe, prototyping tools,  
Zeplin, HTML/CSS

## PLATFORMS

Desktop, mobile, TV (iOS, Android, Amazon,  
Windows, Xbox, AppleTV)

## SPOKEN LANGUAGES

Fluent in Mandarin Chinese and Taiwanese