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EXPERIENCE

META (Seattle WA) Dec 2021 - Present

Product Designer

- Led teams for Facebook Stories, Feed, Notifications, and Monetization, handling expansive features. Delivered holistic solutions defining product visions.
- Fostered robust cross-functional partnerships to guide product direction and goals. Represented the team on executive and multifunctional platforms.
- Showcased design expertise via high-quality prototypes. Mentored emerging designers, actively contributing to diverse team initiatives.

REDFIN (Seattle, WA) 2018 - 2021

Senior Product Designer

- Led design efforts, collaborating with cross-functional teams to create and validate engaging features. Presented designs to leadership, guiding the product's direction.
- Developed high-fidelity hypothesis comps, effectively communicated ideas, and conducted usability tests to gather user insights.
- Played a pivotal role in user engagement by crafting user-centric designs, collaborating with stakeholders, and steering the product's vision.

WEEDMAPS (Irvine, CA) 2016 - 2018

Senior Product Designer

- Lead designer for native platforms, contributing to diverse projects that shaped the product.
- Ensured seamless collaboration with native developers and QA teams, resulting in the high-quality delivery of projects.
- Led native platform projects and fostered collaboration, resulting in high-quality product delivery and paving the way for design systems adoption.

NBCUniversal (Studio City, CA) March 2013 - 2016

UI/UX Digital Designer

- Creating digital media assets for upcoming shows including "Jay Leno's Garage," "The Tonight Show Starring Jimmy Fallon," "The Voice," "Grimm," and "America's Got Talent."
- Developed conceptual designs for the Voice app and Jimmy Fallon app.
- Played a key role in cross-functional collaborations to overhaul the NBC.com site design.

EDUCATION

CSUF (California State University Fullerton, CA)

Bachelor of Fine Arts

2008 - 2013

UCLA (Extension, CA)

User Experience Design

2008 - 2013

PROJECTS

Favorites lists

Redfin Mar 2021 - Dec 2021

Users can now save and access discovered houses conveniently, aiding homebuyers in tracking favorites and finding their ideal home. Contributions encompass usability studies, feature audits, and user journey development to address potential issues.

Android/ iOS redesign

Weedmaps Jan 2016 - Feb 2016

As the lead designer, I redesigned the Weedmaps Android app, which involved creating high-fidelity wireframes, conducting user tests, crafting user flows, prototypes, and scenarios to align design solutions with user needs.

NBC.com and Show Sites

NBCUniversal Jan 2013 - Jan 2014

Redesign and enhancements of the TV network's global and show sites.

Responsibilities: Interaction Design, Interface Design, Prototyping, Design Management (Design Quality & Integrity)

SKILLS & KNOWLEDGE

Figma & Sketch

Protopie, Principle, Origami, Invision

Adobe Creative Suite

User Center Design

Storyboarding

Rapid prototyping

Dealing with ambiguity

Cross Functional Collaboration