Experience

Lead UX/UI Designer

Chaotic Good Tempeh

Aug'24 – Dec'24

Revamped website in **Wix Studios** with brand assets using **Photoshop** and was favored with **over 92% of target audience** at Whole Foods by **A/B testing**. Iterated prototypes in **Figma** and collaborated in diverse team using **Miro** to conduct **agile/scrum** practices.

UX/UI Design Intern

Code for the Community

Jun'24 – Sep'24

Designed app by **wireframing**, **prototyping**, **auto layouts**, **motion design**, and using **React Native design libraries**. Collaborated in team of **software engineers**, **product manager**, and **stakeholders** through **Trello**. Conduct **user research** and tested app through user testing. App projected to **help 6,300 users** in need.

Product Engineer

Hyde Closet

Jan'23 – May'23

Engineered **3D-printed** menswear prototypes using **Solidworks**. **Collaborated** with a cross-functional team of product, graphic, and media design. Developed **user journey** and **task flows** that align with company standards.

Digital Marketing Trainee

The Global Tech Experience

Jun'23 – Aug'23

Created a user-centric ecommerce platform using **Shopify** and collaborated with a global team to execute **digital marketing strategies**. Optimized campaign performance through **data-driven** A/B Testing and **SEO Keyword Research**. Applied UX best practices to reduce user friction and improve conversion rates.

Education

Master of Product Innovation

Virginia Commonwealth University

UX/UI Design

Bachelor of Science

Virginia Commonwealth University

Biomedical Engineering

Professional Certifications

Virginia Commonwealth University

Product Innovation, Scrum/Agile

Skills

Design Tools: Figma, Figjam, Adobe XD + Rush, Photoshop, Miro, Trello, Shopify, Wix Studios, Canva

Design Skills: Journey Mapping, Prototyping, Wireframing, Personas, Design Systems, Auto Layouts, Motion Design, Google Optimize/Ads SEO Keyword Research