

About Me

I have a strong passion for design strategy, visual focus, and user empathy.

From concept to final product, I strive to bring great ideas to life through UX research and user centric design to make holistic and intuitive experiences.

Education

UX Immersive

General Assembly

Design

University of California, Davis

Managerial Economics

University of California, Davis

Skills

Design

UX Ideation
Interaction Design
Wireframing
Info Architecture
Visual Design
Rapid Prototyping
Web Design
Agile Development
Usability Testing
Storyboarding
Brand Identity
Content Writing
Motion Design
Graphic Design
Responsive Design
Design Systems
UX Research
Presentation Design
Education Content

Tools

Figma
Sketch
InVision
Adobe XD
Balsamiq
Photoshop
Illustrator
After Effects
Animate
InDesign
Premiere Pro
Unity
Autodesk Maya
Blender
Axure
Zeplin
Powerpoint

Others

Communication
Proj. Management
CMS
SEO
B2B/B2C
E-Commerce
Chinese

Technical

HTML/CSS
Google Suite
Microsoft Suite
JavaScript

Work Experience

Web Designer and Graphics Specialist

Sept 2023 - Present

San Lorenzo Unified School District

- Responsible for all digital and physical web and graphics productions across the district; including brand development, video production, education modules, print materials, promotional media/advertising outreach, community presentations, web engagement and accessibility.

Multimedia Designer and UX Specialist

Oct 2021 - Jun 2023

Apple

I worked on internal operations for external products such as Apple Maps, FindMy, and Project Titan

- Defined UX strategies and information architecture for enterprise digital platforms, improving feedback usability and response capabilities for 100+ daily hardware shipments and status reports.
- Managed comprehensive content production roadmaps to ensure a seamless and cohesive coordination of all CMS initiatives used for program operations.
- Created and managed extensive components, style guides, and asset libraries through Apple Design Systems for enterprise programs that facilitate operations for Apple Maps.
- Collaborated with engineers, programmers, operation managers, and team directors to ensure software implementation and performance-related issues in the final products meet design objectives.

UX Designer

Jan 2021 - Sept 2021

UX Contracts (AnesthesiaGO, Integrated Rentals)

- Created UX framework to unify company programs into an integrated suite for cross platform usability.
- Developed strategic information architecture, wireframes, and user journeys across web and mobile platforms, reducing user errors by 30%
- Designed Hi-Fidelity prototypes, style guides, visual and motion graphic assets for SaaS implementation on messaging, service updates, and expanded software options.
- Initiating early product concepts and contributing to product growth through optimization of existing user journeys to deliver strong UX experiences with a product management mindset.

Digital Designer

Mar 2020 - Dec 2020

Chinese Cultural Center of San Francisco

- Produced program and exhibition materials, including drafting, editing, and proofing curatorial statements, biographies, articles, press releases, newsletters, and other collateral content.
- Oversaw publication production, including layout, content, images, timeline, and budget.

Multimedia Designer

July 2019 - Feb 2020

San Francisco Department of Elections

- Conceptualized and designed public outreach collateral ranging from annual reports, bus ads, brochures, logos, posters, banners, promotional items, forms, way-finding signs, and outdoor exhibits.
- Deliver designs, media and interactive components for the City's websites on Drupal and Wordpress. Ensured website updates complied with WCAG and ADA website accessibility standards and maintained SEO best practices across all production environments.

Graphic Designer and Content Manager

June 2018 - July 2019

Alameda Registrar of Voters

- Produced all election worker training materials, voter information materials, accessible documents, web and social media content, videos, and all other digital content
- Directed video production and creative direction for presentations, informational announcements, and outreach. Responsible for equipment management, coordination within different departments and groups, and set management.

Freelance Designer (Graphic, Motion, Web/UX)

Jan 2012 - Present