

Experience

<b>Perpetual</b> 09.2022 - Present New York, NY	<b>UX/UI Designer</b> I worked with a diverse range of clients, including Tennessee State University, Forerunner Ventures, Bain & Company, DAI, and Aligned Marketplace.  In addition to UX design, my role involved leading user testing and research, presenting findings to stakeholders, close collaboration with developers, and a keen consideration of platform constraints and product strategy.  Notable accomplishments include designing a mobile app for Tennessee State University to empower minority students in agriculture, crafting an interactive microsite, <u>The Dinner Party</u> , offering a quiz-based experience to reveal consumer archetypes and behavior insights, and creating a marketing website for <u>DAI SMP</u> , a SaaS product, employing user-centered design principles and HTML/CSS expertise to effectively convey the product's value proposition.
<b>KH Medical</b> 03.2021 - 01.2022 Seoul, South Korea	<b>Associate Product Manager</b> I played a pivotal role in improving user experiences and brand perception. I led the redesign of device user guides, integrating user insights gathered from over 10 participants, which led to a remarkable 30% reduction in user errors and an enhanced overall user satisfaction.  I was responsible for designing marketing and branding materials, such as brochures and brand assets, for both test kits and online distribution, which led to a notable 20% improvement in brand perception.  I took charge of comprehensive training enhancements in Ghana, Uganda, and Brazil, utilizing field observations to pinpoint weaknesses in the training program. This effort resulted in an impressive 50% decrease in troubleshooting inquiries within the region.
<b>US Consulate General</b> 10.2019 - 12.2019 Milan, Italy	<b>Management Intern</b> I managed the content management system, improved information structure, and received training in government workflow automation software. Authored SOPs, created a diplomatic immunity guide, and organized consulate events, enhancing community engagement and strengthening diplomatic ties between Italy and the United States.

Education

<b>BrainStation</b> 03.2022 - 05.2022 Diploma, User Experience Design	<b>University of California, Davis</b> 09.2015 - 06.2019 BS in Biotechnology, Minor in Linguistics  Dean's List, UCEAP Promise Award Scholarship, UC Davis Study Abroad Scholarship, and Confucius Institute Scholarship recipient.  Semester study abroad at University of Cape Town, South Africa and summer abroad at Jiangnan University, China.
---	--

Tools

Figma Sketch Adobe Photoshop Adobe Illustrator InVision Jira	Zeplin HTML/CSS ProtoPie Webflow Notion Whimsical
---	--

Skills

User research User testing Interaction design Responsive design Prototyping Wireframing Design systems	Sketching Accessibility Visual design Product mgmt Illustration Graphic design Presentation design
--	--