

SUMMARY

- Design beautiful, easy to use, and practical experiences that use customer data, analytics, and feedback to drive business goals
- Conduct and perform research; analyze and synthesize quantitative and qualitative data; execute usability and product QA testing
- Craft wireframes and prototypes with Figma, Sketch, InVision, Zeplin, and others; understanding front-end (HTML, CSS, JavaScript)
- Strong attention to detail with visual design skills: typography, color, composition, etc.; UX/UI design on web and mobile platforms
- Perform best practice and standard in design; updated with design culture, trends, and innovations; expert in web-building (Wix)
- Testing software on desktop & mobile; manage test plans; assist in product re-design, development, deployment, & maintenance
- Collaborate and communicate well with designers, developers, PMs, stakeholders using Jira, Slacks, Miro, Canva, Trello, etc.
- Work in a team-oriented and agile environment; self-driven and productive autonomously; acting lead and assist new members

TECHNICAL AND PROFESSIONAL SKILLS

- **UX/UI Design** - Agile | Concept Define | Persona | User-flow | Site mapping | Wireframing | Mockup | Prototype | Iteration | UI/Visual Design
- **UX Research** - Interview | Affinity Mapping | Data Visual & Analysis | Information Architecture | Usability Testing | Storyboard | UX Writing
- **Soft skills** - Project Management | Prioritization | Collaboration | Communication | Autonomy | Leadership | Adaptability | Problem Solving
- **Tools & Platforms** - Sketch | Figma | InVision | Marvel | Jira | Slack | Trello | Miro | GoogleAnalytics | Wix | PC | Mac | Android | iOS | Web | Mobile

WORK EXPERIENCE

Head of Product Designer, Nani Technologies, Inc. New York, NY (part-time, after 6pm + weekend) Aug 2021 – Present

- Extract information and analyze interview results to conduct affinity mapping; drawing themes and generate potential user personas
- Understanding the user journey, and pinpoint the pain points; construct solid user flows and information architecture
- Mapping out app flow and sitemap; design and revise app asset, features, and functions; outline product development timeline
- Create, revise, and iterate product UI; design low-high fidelity product mock ups and generate prototypes, creating company posters
- Practice agile methodology for product creation and iteration; collaborate with developers using Figma, Slacks, Jira, Miro, etc.

Senior QA Tester, Dire Wolf Digital, Denver, CO (full-time, 9-5) May 2019 – Present

- Perform testing software on desktop and mobile; detect defects and inconsistencies; perform ad-hoc testing and issues regression
- Create logs to document results and phases, collaborate and report bugs to the development team, conduct pre/post release testing
- Create and execute test plan; review, evaluate, and update test cases; analyze and review system specification on various platforms
- Collaborate closely with other team members and departments; assist on product re-design with designers and developers
- Work on multiple projects with internal and external teams; create scripts and documents on testing procedure, techniques and tips

Freelance UX/UI July 2018 – Present

- Create, design, and iterate websites for business and education platforms: Owlet, Milkroll Creamery, COjr developer
- Research, remodel, recreate partners' works; evaluate and critique digital products, manage and maintain business resources
- Write UX content; helping and guiding UX newcomers (graphic designers, developers) on social media groups and forum

UX DESIGN EXPERIENCE / CASE STUDIES

Mission Minded, Company, Denver, CO

- Consult on company website based on user research and data analysis; create user-centered wireframe for the website
- Create business leads, wireframe, prototypes for company website; perform data analysis and visualization with Google Analytic

Instagram Marketplace, General Assembly, Denver, CO

- Research, conduct, and analyze information from user interviews & competitive research for an e-commerce feature for Instagram
- Design app map, information architecture, and use flow with iteration and usability testing on both mobile and responsive web

Colpar's HobbyTown, General Assembly, Denver, CO

- Architect the hierarchy of products information and use flow, conduct interviews to understand users' struggles
- Design a new and interactive layout of the website that allows users to check and purchase products online

EDUCATION

General Assembly, User Experience Immersive, Denver, CO

University of Colorado Denver, B.S., Biology, Denver, CO