

EDUCATION:

Northwestern University

June 2021

B.S. in [Human Centered Product Design](#) | Psychology Minor

GPA: 3.66/4.00

PROFESSIONAL:

Publicis Sapient | Junior Experience Designer

July 2021 – Present

- Led a competitive analysis of out-of-category brands to identify best practices and common pain points across the loyalty program experience
- Planned and facilitated internal team workshops to synthesize and prioritize ideas based on KPIs taken from user research and provide client with a step-by-step implementation plan

Five to Nine | UX/UI Design Intern

June – Aug. 2020

- Iterated and implemented 2 onboarding experiences – 1 for current use, 1 for future use to reduce user idle time by 25%
- Redesigned platform homepage & dashboard to better align with company goals of event management/analysis

LeanStudio | UX/UI Design Intern

Jan. – Mar. 2020

- Produced website UX design for LeanStudio's Testimonials page to convert viewers into customers
- Utilized Lean UX, Agile methodology, and the Kanban method to rapidly iterate on designs

Segal Design Institute | Bay Area Immersion Program Member

Jan. – Mar. 2020

- Selected as one of 28 students to travel to the Bay Area to work with Silicon Valley companies on real-world service design projects
- Produced a new mobile product to re-imagine parental controls for mobile devices

Gaia Wearables | Design Engineering Intern

June 2019 – July 2020

- Constructed UX wireframes to cut biometrics analysis time by 30%
- Implemented CAD and 3D printing to prototype wearable tech for 1+ million children with ASD

National Institute of Standards and Technology | Research & Design Intern

June – Aug. 2018

- Coded Python software controls to automate data acquisition, and increase speed of a test by 30%
- Calibrated and designed small volume microfluidic rheometer, resulting in \$8,000 decrease in biopharmaceuticals

PROJECTS/RESEARCH:

Northwestern SF, Segal Design Institute | Redesigning Instagram

Jan. – Mar. 2020

- Reimagined Instagram to reduce addictiveness and boost genuine social collaborations
- Interviewed parents from Facebook, Apple, and Google for screen time perspectives

SKILLS:

Figma, Sketch, HTML, CSS, JavaScript, Adobe Creative Cloud, InVision, Miro, Zeplin, Lucidchart, Freehand User Research, Competitive Analysis, Prototyping, Facilitating Workshops, Agile Methodology