



Full-stack designer with 5+ years of work experience in transforming digital problems into fun and adaptable user solutions that drive business results. Based in the Elk Grove, CA.

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PROFESSIONAL EXPERIENCE

Senior Web and Graphic Designer

EQUIPBOARD March 2024 - Currently

Equipboard is the world's largest database of music gear and artist.

- Led the design team in a complete rebranding, brand direction, design system and documentation initiatives, resulted in a 60% increase in team onboarding efficiency.
- Directed design quality assurance efforts in exploring music gear, reduced 40% scrolling experience, 20% increased in customer satisfaction and accessibility.

Founding / Lead Web and Graphic Designer

NOTCOMMON 2022 - 2023

NotCommon ensures authenticity and security of social accounts and websites in real-time.

- Implemented user-centric design strategies around identity and security by aligning design decisions to meet business objectives and user needs which led to 10K user engagements a month around link optimization and management.
- Led the execution of consistent design system and branding from scratch. Created pixel-perfect components and fundraised initiatives, resulting in a 3x increase in funding within a year.
- Spearheaded product research by identifying areas for design improvement in the UX process from concept to delivery, created centralized social media, onboarding 50K users upon product launch.

Product Designer

PINTEREST 2021 - 2022

Pinterest is a visual discovery engine for finding inspiration.

- Delivered rapid design solutions within one-week sprints to boost business ad growth, accelerate the optimization process and enhance the ad performance. This approach led to quicker measurable gains in ads and their effectiveness.
- Collaborated with product engineers, designers and product managers to fine-tune best practice guidelines for Pin creation. This resulted in a 15% increase of well-performed Pins.

UX/UI and Graphic Designer

BLUEJAY HEALTH (SOMATIC HEALTH) 2019

Bluejay Health (Somatic health) provides AI-powered telehealth to deliver virtual healthcare.

- Overhauled the redesign of the TeleMeeting dashboard and virtual consultations for patients and providers. This helped reduce the complex user journey by 30%.
- Simplified the collection of UHealthData to intuitive visual information which resulted in successful collaboration with the Medical University.

Design Mentor

ADOBE 2019 - 2021

Adobe is a software company that provides tools for creators.

- Taught 50+ junior designers on the latest UX/UI tools and tips.

KEY ACHIEVEMENTS

Founding Team Member and Designer at a Startup

- Designed and launched 2 products from research to product and market readiness within a year as Founding Designer.

Advocated and Created a Design System from 0 → 1

- Built an extensive design system from scratch, reducing development time by 60% and team collaboration effort speed increase by 30%.

Increased Stakeholders Satisfaction Upon Product Pivots

- Led strategic product pivots that aligned with evolving business goals and user needs, resulting in boosted stakeholder confidence and stronger product outcome.

Increased Marketing Asset Production By 60%

- Accelerated brand asset delivery timelines and streamline consistent branding across all campaigns.

SKILLS

- UX/UI Design
- Design Thinking
- Design System
- User Research
- Interaction / Prototype
- Product Strategy
- Information Architecture
- Visual Design
- Branding
- Responsive Design
- Figma

EDUCATION

Design System Certified

MAVEN LEARNING 2023

UX Research Certified

MEMORISELY 2022

BFA Graphic Design

CSU LONG BEACH 2020