

User-centered and results-driven UX/UI Designer with a background in marketing and customer experience. Proficient in user research, wireframing, prototyping, and visual design. Adept at applying human-centered design principles to create intuitive and engaging digital experiences. Strong understanding of responsive design, design systems, and accessibility.

EXPERIENCE

Kung Fu Tea — Owner & Operator

NOV 2025 – PRESENT

- Own and operate a Kung Fu Tea storefront, generating approximately \$20,000 in monthly revenue.
- Run daily operations end to end — cashier, drink prep, and inventory — while hiring, training, and managing a staff of four.
- Lead community outreach and build local partnerships and collaborations to drive customer acquisition and repeat visits.
- Own marketing across the customer journey, from in-store experience to community engagement, applying the same customer-centered thinking used in UX work to a real, revenue-generating business.

SELECTED PROJECTS

Tiffany Yong Events — UX/UI Designer

AUG 2026

- Helped redesign the Tiffany Yong Events website to better attract and convert new clients.
- Refined page layout, content, and calls to action to strengthen the client's brand presentation online.
- Worked with the client to align the new design with their brand and marketing goals.

CuraDental NJ — UX/UI Designer

JAN 2026

- Worked directly with CuraDental NJ to redesign their website, creating multiple pages including services, financing, and new-client deals and offers.
- Produced two monthly blog posts on the client's behalf as part of an ongoing content and SEO strategy.
- Designed pages to guide prospective patients from information to booking, balancing clarity with the practice's branding.

Investorprism — UX/UI Designer

FEB 2025

- Collaborated on a real-world project with a top CRE firm to design a web application connecting limited partners (LPs) with general partners (GPs).
- Designed user flows and created high-fidelity wireframes and clickable prototypes to improve property discovery and deal transparency.
- Collaborated in a 3-person UX team and presented deliverables to stakeholders, incorporating feedback into rapid iterations.

Oss Mobile — UX/UI Designer

JULY 2023

- Designed a niche fitness tracking app for BJJ and martial artists to monitor progress, schedule classes, and receive coach feedback.
- Conducted competitive analysis and user interviews to identify key pain points in current fitness apps.
- Delivered a mobile-first design system consistent with brand and usability standards.

EDUCATION

Springboard UI/UX Design

Certificate
APRIL 2025

CUNY Baruch

BBA in Marketing Management, Cum Laude
DECEMBER 2021

SKILLS

Figma / FigJam

Adobe Suite

Mural

Microsoft Suite

Google Suite

HTML / CSS

Framer

UX/UI METHODS

Design Thinking

Wireframing

Prototyping

User Research

Usability Testing

Design Systems

Journey Mapping

Accessibility (WCAG)

SOFT SKILLS

Team Collaboration

Problem-Solving

Time Management

Self Starter