



## EDUCATION

- Cornell University**, MPS in Information Science | GPA: 4.0 / 4.0  
Concentration in UX May 2020
- Cornell University**, BA in Psychology | GPA: 3.7 / 4.0  
Minor in Information Science (UX) May 2019

## UX SKILLS

- |                       |                  |                   |                      |
|-----------------------|------------------|-------------------|----------------------|
| User Recruitment      | Persona Creation | Prototyping       | Ethnography Research |
| Contextual Interviews | Journey Mapping  | Usability Testing | Cultural Probes      |
| Survey Design         | Storyboarding    | A/B Testing       | Rapid Prototyping    |
| Affinity Diagramming  | Wireframing      | Diary Studies     | Card Sorting         |

## TECHNICAL SKILLS

Paper | Balsamiq | InVision | Sketch | Adobe XD | Figma | Adobe Illustrator | Qualtrics | Google Suite

## EXPERIENCE

- BusRight** Sept 2021 - Present  
Product Designer
- Created web and Android app mockups & prototypes on Figma for user feedback, usability testing, and to communicate designs to developers
  - Assisted with creating posters for marketing efforts
- EdTechLive (ETL)** Jul 2020 - Present  
Lead UI/UX Designer & Researcher
- Created app mockups & prototypes on Figma to conduct user interviews, usability testing, and to communicate designs to developers
  - Analyzed student engagement research to help create the "Self-Regulation" subscale
  - Managed content creation and design of ETL website
  - Led groups of university undergraduate & graduate students through design internships
- Workday Student: Goal Tracking** Aug - Dec 2019  
UX Researcher
- Recruited and communicated with 26 university students for contextual interviews to identify user needs and common user issues
  - Derive key analysis points to guide future ideation stages through affinity diagrams
  - Designed iterative low, mid, & high fidelity prototypes (paper & Figma) to test their flow and functionality through usability testings
  - Found students' need for unique settings and customizations to fit their individualized success journey
- Carbon Footprint Campaign** Jan - May 2019  
UX Researcher
- Recruited 7 environmental specialists for contextual interviews to learn about the current problem space
  - Synthesized findings with affinity diagrams, personas, and storyboards to help envision and drive the decisions of campaign designs
  - Ran A/B tests on paper & video advertisement prototypes using FB Ads Manager
  - Designed the UI of a web resource platform using Squarespace
  - Concluded that social media increases in effectiveness as the content is increasingly relevant and targeted to specific audiences

## LEADERSHIP

- ARTISTIC BEAD CLUB** Social Media Chair, 2018-2019
- JAPAN-US ASSOCIATION** Social Chair, 2017-2018 | Event Coordinator, 2016-2017 | Freshmen Representative, 2015-2016

## VOLUNTEER

- SPCA | Ithaca, 2017-2018; Ollie's Place | NYC, 2013-2015; P.S.11 Afterschool | NYC, 2009-2013