

 San Francisco Bay Area

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Experience

Terraformation Inc. | Visual Designer | Apr 2021 - Apr 2022

Seed Bank Sensor Kit Display: a feature that allowed seed bank managers to monitor the status of 10 seed banks

- Led design of key flows in brand new feature in collaboration with Lead Designer, Product Manager, and Engineering
- Led user interviews, usability testing, and weekly feedback sessions with forestry team of 5 people
- Contributed new components to Terraformation’s design system, such as in-app alerts/notifications
- Created and presented high-fidelity designs to Director of Product and VP of Product Development

Seed Collector Mobile App: an app that enables seed collectors in the field to track seed progress

- Collaborated with Lead Designer, Product Manager, and worked cross-functionally with Engineering
- Conducted user interviews with Terraformation’s seed collection team of 5 people and 2 global partners
- Built clickable prototypes in Figma for usability testing/feedback loop with team
- Re-designed key flows and improved the seed collection team’s overall experience while in the field

Republic.co Crowdfunding Campaign: raised over \$5M in funding from 3k+ investors

- Collaborated with VP of Marketing and Head of Design
- Created illustrations, GIFS and graphic elements for campaign page as well as the social media campaign

Spouse-ly | UX Designer/UX Researcher | Mar 2021

- Collaborated with CEO and a team of 3 designers to re-design website
- Presented final re-design concept screens to CEO
- Led the design of the 4 key experiences: 1) vendor dashboard 2) profile manager 3) store manager, and 4) knowledge base
- Conducted user surveys/interviews from a group of 10 users to gather insights about the vendor journey

Honey Beauty | Springboard Capstone Project | Mar - Apr 2020

- Designed an inclusive e-commerce website for beauty products catered to people of color
- Defined Honey Beauty’s visual identity
- Developed 4 key user journeys, such as 1) account experience (new/returning users) 2) product search personalization 3) product detail page, and 4) checkout
- Conducted user research and usability testing with a group of 8-10 users

Savr Mobile App | Springboard Design Sprint | Mar 2020 - Mar 2021

- Participated Google Ventures Design Sprint to create a mobile app for recipes

SAP Ariba | Visual Design Intern | Jun - Dec 2016

- Worked cross-functionally with Principal Designers, Content Writers and Design Strategists
- Designed mobile app icons for Ariba’s supplier and requisition services
- Provided production design support for different projects
- Identified/prepped stock images for mobile applications

Education

Springboard UX Design Certification
Mar 2020 - Mar 2021

A comprehensive full-time UX Design certifications course.

California College of the Arts
Illustration, BFA (distinction)
2010 - 2015

Tools + Skills

Design Tools

Adobe Creative Suite
Figma
Sketch
Invision
Miro
Mural

Marketing Tools

Google Analytics
Hootesuite
Later
MailChimp
Wix
Wordpress

Skills

UX Design
User Research
Visual Design
Content Writing
Illustration