

I am a **dual-masters graduate** and an end-to-end **designer** who thrives in ambiguous problem spaces. An **empath, self-starter, polymath**; I will go above and beyond to understand and advocate for the user in order to solve their problems. I'm most passionate about utilizing emerging technology for marginalized populations.

Experience **Table.ai (San Francisco, CA)**

Founding Product Designer | Sep 2021 - May 2023

- Conducted **user research** and used **Fullstory** to understand workflows and pain points of new target audience, identified product opportunities that resulted in a **433%** increase in clients.
- Revamped the visuals of the platform and designed the site architecture and **6 major features**, resulting in a **1500%** increase in monthly traffic.
- Took the initiative to create and implement a **design system** from ground up using Atomic Design methodologies in order to have a **scalable**, consistent design throughout the platform that can grow as fast and pivot as quickly as a startup.
- Worked closely with **engineering** and **data science** team to ensure **feasibility** of designs and to gain a deeper understanding of how to design for machine learning analytics.

Google (Taipei, TW)

UX Consultant | Apr 2021 - Aug 2021

- Analyzed existing app infrastructure and UX/UI for e-commerce using **heuristic analysis**, competitive analysis, Google's principles of mobile app design and mobile app UX playbook
- Conducted user research to identify **pain points** and understand **mental models**
- Designed UX/UI improvements and presented findings to the client

Catch Digital (London, UK)

UX Intern | Jul 2019 - Sept 2019

(While studying for the dual-masters program Innovation Design Engineering)

- Conducted heuristic ux analysis of websites using **Google Analytics** and **Hotjar**
- Pitched key alternatives for improved user experience to clients
- Validated design decisions using tasks, card sorting, and treejack tests
- Produced personas, storyboards, scenarios, flowcharts, interactive prototypes, and design specifications based on **qualitative** and **quantitative** analysis

Gerontechnology Research Center (Taipei, Taiwan)

Design Intern Research Assistant | May 2017 - May 2018

Workplace Arcade (Mountain View, CA, USA)

Product Design Manager Intern | Jun 2016 - Oct 2016

Education **Imperial College London & Royal College of Art**

MSc&MA Innovation Design Engineering | 2018 - 2020

University of Washington

B.Des Interaction Design | 2012 - 2016

Activities **Red Dot Award : Design Concept 2020**

Heart Restart - Shortlisted | Jul 2020

Portable defibrillator that enables people at risk of a cardiac arrest to carry a life-saving device everywhere they go, empowering their loved ones to save their life in an emergency

Facebook Hackathon

Advisomi - Best Design | Nov 2015

Won "Best Design" at the People of Color Hackathon hosted by Facebook Seattle

Wallingford Senior Center

Volunteer | Jun 2015 - Aug 2015

Volunteered at local senior center to gain empathy and better understand the senior audience