

Results-driven and adaptable Product Designer offering expertise in UX Design principles.

Driven by empathy, I contribute to [innovative solutions that elevate user satisfaction](#).

Experience

Chalypto

2023 June - Present

Los Angeles, CA

Product Designer

- Spearheaded the development of Chalypto's user interface and experience from inception, emphasizing privacy, discretion, and inclusivity, with anticipated improvements of 30% in user trust and satisfaction upon launch
- Collaborating with engineers, transformed design concepts into interactive prototypes, streamlining development and ensuring on-time app release
- Established a comprehensive design system for Chalypto, providing clear guidelines for typography, color schemes, iconography, and UI components, promoting design consistency and enhancing the user experience.
- Conducted user testing and user interviews to discover unmet needs, fuel product insights and drive innovation.

HUFC

2023 Feb - June

Los Angeles, CA

UX Designer

- Assisted in executing the rebranded vision, and redesigned user interface of Hope Unlimited for Children's website, resulting in a 14% increase in volunteer sign-ups and a 17% increase in online donations
- Redesigned brand guidelines for Hope Unlimited for Children, ensuring consistent visual identity across all marketing materials, annual report templates, and powerpoint presentation materials to increase brand recognition and cohesive experience.
- Designed and delivered wireframes, user stories and mockups optimized for diverse devices and interfaces.

Coalition Inc.

2022 May - Aug

San Francisco, CA

Product Design Intern

- Redesigned the Coalition's Broker dashboard system and login pages, working alongside product designers, user researchers and developers to improve user experience and streamline the insurance renewal process
- Conducted user research, ideated features, and built the prototype while communicating interface to developers
- Implemented data-driven design decisions, resulting in a 22% increase in automatic renewal applications
- Conducted usability testing with over 50 brokers, gathering valuable feedback that led to a 15% increase in user satisfaction for brokers.
- Kept up-to-date on the latest design trends, market preferences and customer demands, staying current in competitive markets.

McChrystal Group UX/UI & Brand Design Intern

2022 Sep - 2023 Jan

Alexandria, VA

- Collaborated to set product direction and design vision for the onboarding portal app for McChrystal Group
- Designed new features and overhauled the visual design for the product to create a better onboarding experience
- Developed brand guidelines and assets that were used across all social campaigns, products, and presentation materials, resulting in a consistent brand experience that increased customer recognition by 30%
- Improved user experience by implementing changes in response to A/B testing results and optimized website visuals and information processing by allocating space strategically

Contact

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Education

University of Southern California

Bachelor of Fine Arts in Design

Minor in Web Technologies & Applications

GPA 3.7 | Magna Cum Laude (Honors)

Skills

UX /UI Design

User Research

Prototyping

User Testing

Wireframes

Information Architecture

User Journey

Interaction Design

Competitive Analysis

User Flow

Tools

Figma, Sketch

Adobe Photoshop

Adobe Indesign

Adobe Illustrator

Adobe Xd

Adobe After Effects

Adobe Aero

Cinema 4D

Technologies

HTML

CSS

Javascript

PHP

MYSQL