

Skills

UX Research | Storytelling, In-depth Interviews, Usability Tests, Contextual Inquiry, Surveys, Competitive & Comparative Analysis, Heuristic Evaluation, Affinity Mapping, Journey Mapping, User Flow, Personas

UX Design | UI Design, Wireframing, Prototyping, Information Architecture, Product Management, Agile Development

Tools | Figma, Miro, Optimal Workshop, Google Workspace, Microsoft Office Suite

User Research Projects

PetCode | User Researcher and UX Writer | Web app development January 2023 - August 2023

- Co-designed and launched an omnichannel web app with design, engineering, marketing, and AI/ML teams for changing pet adopters' perspectives on kennel-shocked dogs.
- Successfully rehomed 16 hard-to-adopt dogs, recording 350+ unique visitors.

General Assembly's Financial Literacy Hackathon | UX Researcher | SaaS feature August 2023

- Advocated product strategy shift from a B2C app to a SaaS feature by analyzing feedback from in-depth interviews.
- Improved feature accessibility by conducting usability tests with diverse participants.
- Won 1st place in category.

Research Bookmark | UX Researcher | Primary research April 2022 - May 2022

- Partnered with 4+ volunteers to conduct 1:1 interviews with 15+ UX researchers, capturing the discrepancies of access to professional resources in 9 countries across 3 continents.

Dashible | UX Researcher | Native iOS mobile application May 2021 - June 2021

- Delivered 32 prioritized UX recommendations by leading 2 teammates through Nielsen's 10 usability heuristics to reduce user friction in the app's onboarding and loyalty rewards flows.
- Reduced click errors by 96.4% by utilizing usability testing and semi-structured interviews.
- Dashible committed to ship 90% of suggestions in their Q3 2021 iOS and Android updates.

Professional Experience

UX Researcher | Freelance | Remote September 2022 - January 2023

- Performed UX research services for clients and collaborated cross-functionally with design, engineering, and product teams to make data-driven decisions.
- Recommended a 7-point product strategy for a veterinary app after analyzing interviews, card sorting, and surveys.
- Conceptualized user flows for the voice user interface of a wellness app.

FLEX College Prep | College Essay Specialist (contract) | Los Altos, CA May 2014 - May 2017

- Developed and edited 3,700+ essay drafts in workshops and 1:1 sessions through facilitating interviews to understand students' needs and challenges.
- Strategized brand storytelling for 200+ students by collaborating with college counselors and exercising strong analytical and problem-solving skills.
- Communicated individuated product improvements to stakeholders clearly and concisely.

Education

UX Design Immersive | General Assembly | Remote June 2021

Full-time immersive program in UX/UI design consisting of 480+ hours of study, practice, professional training, and mentorship. Executed end-to-end UX/UI design processes for six projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation; worked fully remotely with teams using Agile methodologies and iterative development.

Bachelor of Arts (BA) in Biology | Williams College | Williamstown, MA June 2009