



## CONTACT

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## SKILLS

- User Interview
- Competitive Analysis
- Survey
- Storyboard
- Persona
- User Flow
- App Map
- Wireframing
- High-Fidelity Prototyping
- Microinteraction Design
- Usability Test
- Influencer Marketing
- Mandarin Chinese

## TOOLS

- Sketch
- Figma
- Invision
- Principle
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- HTML5/CSS

I am a creative **UX / UI designer** with a digital marketing background, passionate about designing effortless user experiences with delightful visual details. Leveraging strong skills including adaptability, collaboration, empathy, and eagerness to learn.

## EDUCATION

- Jan 2020 | **Flatiron School**, New York, NY
- Jul 2020 | UX/UI Design Immersive Program | Rated #1 Bootcamp(CourseReport)
- Sep 2014 | **Fordham University**, Bronx, NY
- May 2018 | Bachelor of Science (**B.S.**) | Major: Marketing | Minor: Fashion Studies  
Honors: Alpha Mu Alpha Honor Society | Major GPA: 3.8

## EXPERIENCE

- Oct 2019 | **Spring Import, Inc.**, New York, NY
- Sep 2020 | **UX/UI Designer (Contract)**  
Spring Import, Inc. is a wholesale clothing supplier of women's apparel. As the UX/UI Designer, my core activities include:
  - Redesigned the website based on user research insights and competitive analysis with the goal of creating a seamless and delightful shopping experience. The checkout completion rate was increased by 25%.
  - Leveraged site analytics to identify the opportunities and features to improve.
  - Worked closely with the developer and the manager to implement the vision.
- Jun 2020 | **TappedIn, Inc.**, Chicago, IL
- UX Designer (Contract)**  
TappedIn, Inc. provides operation and marketing solution for restaurants. As a UX designer, I worked with a UX design team of 5, CEO, and developers to create an online menu management website. My core activities included:
  - Executed on all phases of the design process - from user research to creating the mid-fidelity prototype.
  - Conducted 19 interviews with subject matter experts and users followed by 2 rounds of usability tests to capture insights and create a user-centric design.
  - Illustrated UX Design concepts & process and presented to key stakeholders.
- Sep 2018 | **Growth B&M**, New York, NY
- Jun 2020 | **Digital Marketing Specialist (Part time)**  
Growth B&M is a marketing & branding agency, focusing on small and mid-sized businesses. I worked with different clients and teams to develop digital marketing strategies:
  - Maintained relationships with influencers on behalf of clients to increase brand awareness.
  - Created concepts for photoshoots and wrote content for social media posts to deliver brand value and attract more customers.
  - Helped to create presentations and design event posts and flyers.