

SKILLS

INTERACTION & UI DESIGN (web and mobile) | Sketch, Adobe Creative Suite
PROTOTYPING & WIREFRAMING | Flinto, InVision, HTML, CSS, OmniGraffle
DESIGN RESEARCH | User testing, Affinity diagram, Competitive analysis
ILLUSTRATION | Infographics, Icons creation, Sketches
TYPOGRAPHY DESIGN | FontLab Studio

EXPERIENCES

HEARSAY SYSTEMS, San Francisco, California

PRODUCT DESIGNER

November 2014 to July 2017

- ➔ Led the interaction and visual design project of **Hearsay Messages** and **Hearsay Social** iOS and Android mobile and web apps. Led and oversaw design projects for marketing and sales enablement of Hearsay Systems.
- ➔ Managed vendor & freelancer relations, including multiple print and event vendors.
- 🏆 Received **Cultural Trust** award, voted by peers for being trustworthy and reliable.

ASK PARTNER NETWORK, Oakland, California

UI/UX DESIGNER

July 2014 to November 2014

- ➔ Designed and researched efficient user flows for webpages, landing pages, and installation screens for **Ask.com** and **nRelate** web products.

ACHIEVERS, San Francisco, California

VISUAL + UX DESIGNER

July 2011 to July 2014

- ➔ Planned and executed clients-facing creative decisions for multiple departments, such as: Product, UX, Revenue, Sales Enablement, and Marketing.
- 👤 Developed relationship with the HR and Marketing teams of clients/prospects, such as: **CVS**, **Levi Strauss & Co.**, **Tim Hortons**, **Save Mart**, and **Apollo Group**.
- 🏆 Received **Achievement Award** in 2012, voted by the leadership team.

CHICTOPIA, San Francisco, California

GRAPHIC/WEB DESIGNER

September 2010 to June 2011

- ➔ Designed corporate site, webpages, banner ads, and promotional materials for Chictopia, an online fashion social network site for street style.

AMEREDIA INC., San Francisco, California

DESIGN INTERN

February 2010 to August 2010

- ➔ Designed multicultural advertisement in various languages and media, such as: print ads, online banners, animated banners, and branding.
- 👤 Clients include: **Comcast**, **XFINITY**, **TiEcon**, and **Thunder Valley Casino**.

EDUCATION

ACADEMY OF ART UNIVERSITY, San Francisco, California

BACHELOR OF FINE ARTS IN WEB DESIGN + NEW MEDIA

Fall 2007 to Spring 2011