

Profile

As a research-oriented UX designer, I specialize in delivering both aesthetically pleasing and data-driven designs. My process tailored per each project involves heuristic analysis to identify immediate improvement areas, coupled with strategic conversion rate optimization to enhance customer engagement in alignment with key business objectives. Uniquely positioned in my field, I hold both an MSc in Interaction Design and a BA, merging visual design principles with industry-standard UX and UI practices.

Skills

Research: Surveys, Interviews, Usability Testing, Competitive UX + SWOT Analysis, Empathy Maps, Personas, Scenarios, Journey Maps, Affinity Mapping, Card Sorting, Tree Testing, Heuristic Analysis, Decision Matrix

Toolkit: Figma, Adobe Suite (XD, Illustrator, Photoshop, InDesign, Premiere Rush), Miro, Lucid Chart, HTML + CSS + React Bootstrap, HotJar, Canva, Procreate App, Shopify, Squarespace, Microsoft Office, Notion, ClickUp,

Design: Wireframes, Design Systems, Mockups, User Flows, Prototyping, Storyboards, Interaction Design, Information Architecture, UI Principles and Patterns, Apple Human Interface Guidelines, Google Material Design, WCAG Accessibility Guidelines, Blueprint Design, Service Design, Content Design, UX Writing, Color Theory, Design Thinking, AI Prompt Engineering

AI: ChatGPT, QuillBot, Gemini, Figma AI, FigJam AI, Mid-journey, Adobe AI

Collaboration: Agile Methodology, Gantt Charts, Adaptability, Communication, Cross-functional Collaboration with Multiple Teams (Developers, Product Managers, Marketing, Stakeholders), Project Management

Work Experience

UX Consultant | MindWellth (Podcast & E-Commerce) | Hybrid/Vancouver, WA | 08/2023 - Present

End-to-end overhaul of a Shopify-based website, improving brand identity and usability across the website

- Developed design system from scratch, with over 20 major reusable UI components
- Resolved 2 major color contrast accessibility issues improving site readability and scan-ability on hero page
- Executed usability testing with 3 users, think-aloud interviews in tandem with measuring time on tasks
- Integrated HotJar heat maps into the Shopify HTML to measure user interactions yielding understanding of quant data. Also added a Likert Scale or written feedback button option to continuously collect feedback
- Proved new website was effectively improved with a NPS jumping from 70% to 96.6% based upon survey

UX Consultant | Oral Radiology Experts (Medical Industry B2B) | Remote | 08/2022 - 08/2023

Collaborated with business owner to conduct a UX teardown, enhancing conversion rate optimization and UI

- Conducted website heuristic evaluation against competitive analysis of top 4 remote radiology businesses
- Strategized CTAs to decrease consultation booking time by almost 400% based on user testing results
- Reduced time for site visitors to navigate to the information and services page by 150%
- Restructured information architecture of 4 crucial menu pages to boost usability and overall ease of use

UX Design Volunteer | EcoMap (Environmental focused Non-profit) | Remote | 08/2021 - 08/2022

Developed desktop prototype in collaboration UX team, internal marketing, and development teams

- Designed a survey for the target market demographic, collected and analyzed data, tailored site accordingly
- Curated user personas to help the UX and marketing teams build awareness and empathy for future users
- Implemented changes in Figma via ClickUp ticketing system, improving site navigation and sign-up process

Fine Art Teacher | Self Employed (Remote) | 01/2020 - 04/2021

Designed customized lesson plans tailored towards student interests and focused on skill development

- Trained students to understand design principles ie. texture, form, contrast, value, proportion, gradient, scale
- Assisted individuals in their artistic development through both practical and theoretical applications

Studio Manager and Instructor | Thrive Art School | Seattle, WA | 09/2017 - 12/2019

Played an integral role in the growth of this business by working at two locations as a manager and instructor

- Onboarded entire team onto payroll, helped redesign the website, and kept track of studio supply needs
- Fostered artistic growth in children and cultivated their talents and skills as the most requested teacher
- Created engaging and challenging lesson plans and multi-project packets for the school to use as curriculum

Education

M.Sc. Interaction Design | Tallinn University School of Digital Technologies | Remote | 01/2022 - 01/2024

B.A. Fine Arts | The Evergreen State College | Olympia, WA | 09/2017 - 06/2020