



EDUCATION

University of Washington

B.S. Human Centered Design & Engineering;
Human-Computer Interaction
Sept 2013 - June 2017 | Cum Laude

SKILLS

Sketching
Persona Creation
Information Hierarchy
Interaction Design
Storyboarding
Wireframing
Prototyping

TOOLS

Sketch
Figma
Zeplin
InVision
Illustrator
Photoshop

COMMUNITY

Alumni Board, Summer Search Seattle
Mentor, Opportunity Scholarship

AWARDS

Woman of Courage Honoree 2019
Quarterly & Annual Dean's List
WA. State Opportuntinty Scholarship;
+8 academic scholarship awards

EXPERIENCE

UX Designer, Expedia Group

Seattle, WA | Feb 2018 - Present

- Primarily working on multi-item bundling and post-purchase efforts on brand Expedia Group
- Apply IDEO design thinking to everyday work and invite partners to collaborate like so
- Collaborate in 8-wk squads with product, engineering, content strategy, research, analytics, and QA

UX Design Consultant, IBM iX

San Francisco, CA | Oct 2017 - Jan 2018

- Unified the e-commerce web and mobile experience for the 2nd largest supermarket chain in NA
- Created visual assets using typography, composition, and information hierarchy skills
- Presented work to design team and stakeholders for review

UX Design Intern, Avvo

Seattle, WA | July 2017 - Aug 2017

- Owned a 4-wk project aimed to reduce bounce rate on high traffic page, Avvo.com/ask-a-lawyer
- Tested 2 different designs in lab and ran 2 different tests as an A/B
- Analyzed soft and hard facts to form hypotheses and to determine if designs met metrics

Usability Analyst Intern, Liberty Mutual Insurance

Boston, MA | June 2016 - Sept 2016

- Analyzed user observations to gather and synthesize user pain points and behaviors
- Collaborated with PM's and analysts to define 12 hypotheses to improve UX on responsive web
- Used test hypotheses to conduct A/B tests and analyzed the metrics to determine test results

PROJECTS

Washington State Opportunity Scholarship, 2-Wk Contract

Provided design recommendations to streamline the sign-up process, optimize the matching of mentors with scholars, and support the growing capacity of the Skills that Shine program. Process included: defining the problem, competitive analysis, sketches, prototype, and report.

Parly Concepts, HCDE Senior Capstone

Partnered with a start-up to redesign 3 web pages to improve navigability, usability, and the user's intuition in engaging with those pages. Adopted a user-centric methodology to conduct research, ideate, design, and test. I primarily led the UX research, but also contributed to design.

