

EXPERIENCE

- 01/'18 – 06/'18** **WONOLO** | San Francisco, CA | **Product Designer**(Contract)
 - Led user research and developed key product features to enhancing user engagement
 - Redesigned user profile, home page to enhance user experience
 - Set project strategy and timeline, facilitated meetings, and communicated with client
 - Defined problems, goals, weekly agenda, as well as methods to overcome project limitations and obstacles
 - Synthesized and consolidated research findings and Lo- & Hi-Fi design
- 11/'17 – 01/'18** **LAUGHLY** | San Francisco, CA | **Product Designer**(Contract)
 - Led Lo- & Hi-Fi validation and synthesis, and designed presentation
 - Conducted usability testings and designed validation scripts
 - Organized daily huddles and project reviews
 - Designed and produced Lo- & Hi-Fi mockups and prototypes
- 11/'17 – 01/'18** **TERMINAL 49** | San Francisco, CA | **Product Designer**(Contract)
 - Developed user flow and wireframes
 - Designed icon sets for platform menu and dashboard
 - Conducted desk research on industry protocols and operations
 - Designed Lo- & Hi-Fi mockups and style guide
- 11/'17 – 01/'18** **CROWDFUND MAINSTREET** | San Francisco, CA | **Product Designer**(Contract)
 - Led user research, designed interview script, conducted user interviews & synthesis
 - Collaborated with onboarding team in developing user flow and Lo-Fi mockup for onboarding user experience
- 04/'11 – 10/'16** **FREELANCE GRAPHIC DESIGNER** | San Francisco, Berlin | **Graphic Designer**
Developed brand identities and packaging designs for clients such as Kiyoi Inc., Paws and Play Studio
- 09/'10 – 12/'10** **PUSH OFFICES** | Venice, CA | **Graphic Designer**
Participated in branding/research projects for clients such as Pearson and Zodiac. Created print and information graphics.

SKILLS

UI and UX design, Interaction Design, Visual Design, Wireframing, Prototyping, User Interview & Validation, User Research, Personas, Affinity Mapping, Typography, Letterform, Branding & Logo Development, Basic CSS and HTML

SOFTWARE

Sketch, Invision, Zeplin, Figma, Abstract, Adobe Illustrator, Photoshop, After Effects

EDUCATION

- 11/'17 – 01/'18** **TRADECRAFT** | San Francisco, CA
Advanced Product Design Immersive Program
- 05/'07 – 04/'11** **ART CENTER COLLEGE OF DESIGN** | Pasadena, CA
Bachelor of Fine Arts in Graphic Design
- 09/'09 – 12/'09** **TAMA UNIVERSITY** | Tokyo, Japan
Participated in cross-cultural, transdisciplinary project, where our team developed ideas for future sustainable living based on the idea of 'home'.

RECOGNITION

- '09 **SPIRAL GALLERY** | Tokyo, Japan | Musubi: identity, website, product, and system design
- '09 **TYPE DIRECTOR'S CLUB 55 STUDENT AWARD** | Escoffier: logo
- '07-'10 **ART CENTER GALLERY** | E. Watch: website | Tehachapi: book design | Pulse: identity, branding, website | SmartBulb: packaging | Burning Man: poster | Obesity: poster