

WORK EXPERIENCE

FreshForm / Experience Design Contractor

MAY – JUN 2018, SAN DIEGO

- Created innovative, user-centered designs following modern techniques and current best practices for digital experiences from initial concept to post-launch iterations
- Understood the concept/strategy brief to develop results-driven solutions that connect customers to brands
- Effectively presented design recommendations, user interactions, and rationale to the creative director, team, and client stakeholders
- Co-created solutions with strategists, art directors, and developers using design-thinking approach and participating in human-centered design workshops

FreshForm / Experience Design Intern

JAN – APR 2018, SAN DIEGO

- Provided general support to team by creating and organizing digital assets, designing campaign landing pages, building mockups, creating case studies, adding content to moodboards, user testing, production, and content entry

Sustain Community Acupuncture / Receptionist

2015 – 2016, SAN DIEGO

- Managed appointment schedule for six practitioners along with each patient lifecycle, acting as liaison between doctor and patient
- Processed payments; assisted with insurance verification and billing
- Facilitated growth, sales, and marketing strategies by implementing and measuring key business metrics

InvivoGen / Customer Service Representative

2013 – 2014, SAN DIEGO

- Completed the sales and returns process from initial customer request via telephone/fax/email through to delivery or collection; mailed invoices
- Maintained product and customer databases and files

Jules Stein Eye Institute / Administrative Assistant

2011 – 2013, LOS ANGELES

- Assisted in managing the UCLA Ophthalmology Residency Academic Program by creating and maintaining all resident and alumni files as well as creating monthly on-call schedules for 24+ doctors
- Prepared for major courses that included submitting grants, maintaining mailing lists and databases, registering participants, processing payments, and administering and analyzing surveys

EDUCATION

San Diego City College

4.0 GPA / 2016 – 2019

Associate of Arts, Graphic Design

IDEO, +Acumen

2017 – 2018

Human-Centered Design 101

University of California, Los Angeles

2009 – 2013

Bachelor of Science, Molecular, Cell, and Developmental Biology

SKILLS

- UX: user research, personas, flows, information architecture, wireframing, user testing, rapid prototyping, visual design
- Adobe XD, Illustrator, Photoshop, InDesign, After Effects
- Sketch, InVision, Marvel
- Basic knowledge of HTML/CSS
- Webflow, Wordpress, Squarespace, Drupal
- Slack, G Suite, Dropbox, Trello, Basecamp
- MailChimp
- Photography
- Spanish

AWARDS

Adobe Creative Jam Winner

SD STARTUP WEEK, JUN 2018

People's Choice Award, Second Place

Team: UX Factor / Mobile App: Peacemaker

AFFILIATIONS

AIGA San Diego City College / President

STUDENT GROUP / SPRING 2017 – FALL 2018

Design Forward Alliance / Organizer

COMMUNITY EVENTS / APR 2018 – PRESENT
BUSINESS CAMP WEB LEAD / SEP – NOV 2018