



Contact

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Experience

Moon Crator Design | Founder | 03/19 - FREELANCE

NTWRK | E-Commerce Operations Lead | 04/21 - PRESENT

- Provided operational infrastructure in support of 100% YoY growth
- Reduced weekly departmental labor burden by 10 hours by implementing automations in key areas
- Led technical onboarding sessions for ~25 industry brands, partners, and creators
- Managed internal/external Shopify (10,000) product libraries and mobile app product experience

Bodega | Logistics & Fulfillment Assistant Manager | 08/19 - 03/21

- Expanded WMS research and development to lead warehouse migration initiative of 5K unique skus
- Forecasted operational growth and built effective utilization layout that increased WH capacity by 40%
- Streamlined redundancies through fulfillment workflow re-design; reduced touch points by 71%
- Added / removed features to digital supply chain products that decreased avg. cycle time by 37.5%

GolfWang | Warehouse Process Engineer | 10/18 - 05/19

- Designed batch fulfillment systems in strategic support of high volume (5k-60k) e-commerce sales
- Re-configured WH locator system to improve operational flow and reduce 'dock to stock' time by 50%
- Monitored KPIs at associate level of operations to drive a 28% increase in shipping velocity
- Managed \$11M warehouse inventory while generating excess +\$1M revenue YoY

Ceremony of Roses | Festival Merchandising Lead | 10/16 - 8/19 CONTRACT

- Coordinated 15 site-specific retail activations, line launch parties, & festival shopping experiences
- Worked with artist, merchandising, and festival teams to manage processing of 8-10 unique accounts
- Facilitated effective communication with 3rd party vendors to ensure timely delivery of goods&services
- Analyzed EOD sales, created product performance reports, and closed upwards of \$3M in accounts

LOUD Enterprises | Co-Founder, Chief Design Officer | 06/16 - 09/18

- Directed, Designed, Produced licensed-graphics and screen-printed merchandise for 300 clients
- Managed development of Shopify core buying experience that generated \$660K/50Kunits in 1st yr sales
- Defined product requirements & lite-Lit-LOUD pricing, contributing to 98% conversion on LOUD package
- Quantified ROI of retention programs that reduced customer acquisition cost by over 50%

Leaf Connects Inc. | Co-Founder, Product Designer | 06/14 - 01/18

- Designed and delivered native mobile app MVP & product website to market over 1 yr build-to-launch
- Conducted on campus user research with 40 students from UCLA and USC
- Grew app user base from to 15,000 with a 22.5% 90 day retention rate
- Defined product roadmap and drove team of 4 developers with 1 week agile sprints

JazzReggae Festival at UCLA | Senior Graphic Designer | 06/14 - 04/15

Trinity Sound Company | Intern | 06/12 - 09/13

Education

University of California, Los Angeles | Los Angeles, Ca | 09/13 - 06/17

Philosophy, B.A.

Concentration: Language, Logic & Semantics, Mind

+Additional Studies

Design-Media Arts, Architecture & Urban Design

Understanding

Skills: Design Thinking, Information Architecture, Process Improvement, Abstraction / Analysis

Softwares: Illustrator, Photoshop, Figma, Excel, Shopify+, G-Suite, Webflow

Services: Design Direction, E-Commerce, Product Management, Production, Supply Chain