

Senior Product Designer with 5+ years of end to end product and visual design experience in start-ups and client work.

EDUCATION

Northeastern University

May 2017

BFA Design
Concentration in Experience Design
Dean's List

SKILLS AND PROFICIENCIES

Design Software

Figma, Sketch, Adobe CC Suite.

Other Tools

Abstract, Invision, Flinto, Zeplin, Jira, Git, C4D.

Technical Skills

User experience design, UI Design, design system creation, design sprint facilitation, usability testing, visual brand identity design, commercial print design, market research and competitive analysis.

Spoken Languages

English, Cantonese, Mandarin.

EXPERIENCE

WHIM (Videri. Inc)

Lead Product Designer | Feb 2020 - Present

Worked directly with engineering and product leadership to execute WHIM's consumer product UX strategy, leading to public launch in 2020. Led a team of 5 designers providing design feedback and making key design decisions for WHIM's entire product suite. Conceptualized and delivered multiple proof of concepts, in emerging technologies such as NFTs, home IoT devices, and augmented reality. Streamlined product design process by standardizing developer handoff workflows, implementing Figma, and eliminating redundant design software.

Product Designer | May 2018 - Feb 2020

Established user research program, incorporating findings into a full UX/UI redesign of the native iOS and Android app that launched to a beta group of 250 users in 2018. Engineered and maintained WHIM's first cross-platform design system, achieving more consistent usage of UI components across native mobile and web applications. Worked with cross-functional teams to develop unboxing experience for WHIM's smart screen device.

Creative Circle

UI/UX Designer | Nov 2017 - May 2018

Designed and tested initial mobile concepts for insur-tech brand 'Olive' with the special innovation projects team at Liberty Mutual. Created custom web assets and visual communications for an internal Pfizer campaign.

B + M Studio

Co-Founder | Apr 2016 - Present

Designed visual brand identities and websites for clients across industries including a London Soho restaurant, a venture capital start-up, a criminal law practice, a non-profit real-estate developer, and an analytics SaaS start-up. Led projects from initial discovery and strategy to final design and execution.

Alignable

Product & Marketing Co-op | Nov 2016 - Jul 2017

Assisted product managers and lead product designer with user-research and product analysis to reach the company's first 1 million users. Produced all visual marketing materials including, print and web ads, presentations, infographics and video animations for the go to market team.