

## UI/UX | PRODUCT DESIGNER

Inventive product designer with over 10 years' experience leveraging market requirements analysis, user experience development, and team leadership to deliver user centered design with an in-depth knowledge of UI/UX in mobile and web development; known to conceptualize, implement innovative solutions, improve processes, and design best practices – launching customer-valued web/mobile based applications. Self-starter and team player with confident decision making skills for enabling effective solutions in deadline driven, fast paced environments.

## CORE COMPETENCIES

User Centered Design; Visual Design; Interaction Design; Mobile Design; Responsive Design; Graphic Design; User Research; Usability Testing; Wireframing; Prototyping; Iconography; Branding; Project Management.

## PROFESSIONAL EXPERIENCE

### Product Designer

Intuit, Mountain View, CA

Jul. 2019 - Sep. 2020

- Worked on the QuickBooks mobile app revamp project (iOS and Android) to better optimize first-time user and onboarding experiences.
- Led visual design projects end-to-end for AI and machine learning platforms, including concepts, research, visual metaphor creation, wireframes, mockup design, and user testing.
- Collaborated with internal and external marketing teams on App Store optimization. Projects increased install rate by 6.2%.
- Evaluated existing designs against recognized mobile and web design patterns. Proposed and helped implement research-based improvements.

### UX/Visual Designer

Visa, San Francisco, CA

Apr. 2017 - Apr. 2019

- Created wireframes, prototypes, high-fidelity mockups, and other UX artifacts for our digital products such as business intelligence and analytics applications that support the growth and performance of the client's business.
- Provided visual feedback and guidance to external and internal resources to maintain brand consistency and a design system.
- Worked closely with stakeholders to conceive and design usable and engaging product interfaces.

### Product Designer

Slice Intelligence, San Mateo, CA

Sep. 2016 - Dec. 2016

- Led product design efforts for a business intelligence dashboard of the market research report product.
- Produced feature conceptions, user stories, wireframes, prototypes, and data visualization for best solutions, through a cross-functional team collaboration.

### Product Designer

Balluun, Inc., Foster City, CA

Dec. 2013 - Apr. 2016

- Led and delivered entire product design – including UX/UI design – for "Balluun365", web and mobile applications of a social commerce B2B platform targeted at trade shows.
- Provided professional feedback on creative solutions to optimize user experience and continually enhance product platform.
- Collaborated with project managers, engineering, and marketing teams to define and provide accurate products in iterations.
- Designed all marketing and promotional materials, such as brochures, flyers, infographics, and email newsletters, which drove user response and engaged trade show participants.

### Lead UI/UX Designer

btrax, Inc., San Francisco, CA

Jan. 2010 - Dec. 2013

- Led end-to-end design process by providing solid UX design solutions with research and analysis, and aesthetic user interface with wireframes and visual mockups for various web and mobile projects.
- Conducted expert usability analysis and user research to learn user needs and goals, and to improve user performance and satisfaction.
- Provided effective mentoring, training, and supervision of junior designers and interns.