



## CONTACT

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## TOOLS & SKILLS

### Design

Figma, XD, Photoshop, Illustrator

### Prototyping

Figma, Proto i.o

### Research & Testing

User Interview, Usability Testing, Surveys, Competitive Analyses, Heuristic Evaluations, Card Sorting, A/B Testing

### Deliverables

Wireframes, Mock-ups, Design System, Personas, User Journeys, Sitemap, Workflows

### Development

HTML, CSS, Bootstrap, Tailwind

### Task Management

Jira, Notion, Asana, Slack, Trello, SharePoint

### Language

English, Japanese

## EDUCATION

Dec 2016

### Master of Science in User

### Experience Design

Kent State University

Dec 2012

### Certificate of Achievement in

### Web Design & Development

San Diego Mesa College

May 2004

### Bachelor of Science in Graphic Design

Arizona State University

## OBJECTIVE

UX/UI Designer with over 3 years of experience streamlining complex enterprise workflows. Passionate about transforming intricate data into intuitive user experiences and visually compelling interfaces that boost user engagement and decrease support inquiries.

## EXPERIENCE

### UX/UI DESIGNER, EBizCharge, Irvine, CA

Jan 2022 - Present

- Optimized intricate workflows across ERP, CRM, and e-commerce platforms by reorganizing user flows and designing intuitive UI, resulting in a 60% increase in customer satisfaction.
- Enhanced user-requested features and integrated company offerings into platforms by aligning UI elements with native interfaces, ensuring a cohesive and intuitive user experience that led to a 25% reduction in support tickets.
- Designed data-intensive dashboard page, ensuring scannability and enabling users to delve deeper for detailed insights, thereby enhancing user engagement.
- Developed and incorporated UI components into the design system, ensuring consistency and accelerating UI development processes by 30%.
- Collaborated with developers to ensure fast-loading, seamless user flows; addressed feasibility considerations; and partnered with product owners to align designs with business objectives.

### UI/UX DESIGNER, UCLA Health, Los Angeles, CA

Sep 2020 - Dec 2021

- Streamlined data-heavy dashboards into digestible solutions by collaborating closely with a cross-functional team in an agile environment, resolving conflicts between stakeholder requirements and technical constraints.
- Revamped a page with unclear CTAs and UI into a scannable, highly functional design by validating pain points and iterating on the design, resulting in improved user acquisition.
- Converted complex user experiences into simple solutions by identifying user needs, developing actionable deliverables, and transforming insights into value-adding features, enhancing user satisfaction.
- Designed landing pages by creating wireframes and prototypes using an existing design system, optimizing for various devices, and enhancing user interaction.

### WEB / INTERACTION DESIGNER, Extron Electronics, Anaheim, CA

Jun 2018 - May 2020

- Revamped complex landing pages by identifying pain points and synthesizing solutions that aligned with user needs and business objectives.
- Investigated and validated assumptions for a mega menu by crafting an interview guide, facilitating usability sessions, and reporting findings to inform design decisions.
- Collaborated with developers using wireframes and interactive prototypes, minimizing revisions and ensuring accurate implementation.
- Enhanced web accessibility to WCAG 2.0 (Web Content Accessibility Guidelines) standards by providing appropriate alt text for non-text content, ensuring semantic HTML, enabling keyboard operability, and maintaining adequate color contrast.

### UX DESIGNER, Exertus, LLC., Carlsbad, CA

Feb 2017 - Mar 2017

- Revamped web pages by leveraging key user insights from heat maps and collaborating with developers to implement the final design, resulting in increased conversion rates.

### GRAPHIC DESIGNER & WEB DESIGN / DEV INTERN (Various Roles)

Jun 2004 - Jan 2015

- Designed promotional materials, e-commerce, and e-learning web pages by strategically establishing visual hierarchy, user interface elements, and color schemes, and developed scalable HTML and Bootstrap implementations to enhance user experience and improve user retention.