



EXPERIENCE

iHerb

Senior UI/UX Designer

April 2019 - Present · Pasadena, CA

- Defined user experiences for consumer-facing apps and websites, enhancing user engagement and satisfaction.
- Designed and developed responsive web layouts, user interfaces, emails, and digital ads, improving user interaction and conversion rates.
- Stayed up to date with industry trends, best practices, and emerging web design technologies, leading to innovative design solutions.
- Ensured the technical feasibility of UI/UX designs and optimized applications for maximum speed and scalability, resulting in improved performance and user satisfaction.
- Collaborated closely with developers to ensure pixel-perfect implementation of all visual elements, delivering a seamless user experience.
- Provided guidance, direction, and mentorship to fellow designers, improving team collaboration and overall design quality.

Wolters Kluwer

UI/UX Designer

April 2018 - April 2019 · Glendale, CA

- Ensured the technical feasibility of UI and UX designs, enabling smoother implementation and an enhanced user experience.
- Maintained the company's e-commerce website, improving site performance and user engagement.
- Contributed to design decisions for Sitecore and WordPress CMS platforms, enhancing content management efficiency.
- Designed custom WordPress sites for the company's OnDemand product line, resulting in increased customer satisfaction.
- Managed an extensive product library using the Insite platform, streamlining product updates and improving inventory accuracy.
- Collaborated effectively within a cross-functional design team environment.

Apple

Product Designer

February 2018 - April 2018 · Sunnyvale, CA

- Updated product imagery and UI elements in Photoshop comps, preparing and exporting web-ready graphics to enhance visual appeal and user experience.
- Structured UI comps to support efficient, scalable production design, resulting in streamlined workflows and improved design consistency.
- Collaborated closely with developers to align on project goals and ensure smooth file handoffs for localization, leading to faster project completion and reduced errors.
- Delivered build-ready design files on time while maintaining high-quality standards, improving project timelines and client satisfaction.
- Reviewed design deliverables meticulously to ensure flawless layouts, imagery, and typography, enhancing the overall quality and professionalism of the final product.
- Built strong, collaborative relationships with fellow creatives, strengthening team synergy and project outcomes.
- Collaborated effectively within a cross-functional design team, utilizing Sketch and Photoshop to improve project efficiency and outcomes.
- Applied strong user experience sensibilities to improve product usability and customer satisfaction.
- Created high-resolution, culturally relevant designs using Figma, enhancing brand storytelling and audience engagement.
- Managed and executed visual design across multiple projects and platforms, ensuring consistent brand representation.

Google

UI/UX Designer

September 2017 - December 2017 · Sunnyvale, CA

- Designed a consumer-facing Google product with a strong emphasis on usability, enhancing user satisfaction while aligning with Google's design standards.
- Collaborated with the Art Director and fellow designers to explore concepts and iterate on design layouts.
- Managed multiple projects simultaneously, adapting priorities to meet shifting deadlines.
- Prepared materials for creative reviews, including file output, print preparation, and foam board presentations.
- Delivered build-ready design files on schedule while maintaining high-quality standards.
- Conducted detailed reviews of final deliverables to ensure high-quality execution of layouts, imagery, and typography, resulting in improved design consistency and client satisfaction.

Nvidia

Visual Designer

April 2017 - June 2017 · Santa Clara, CA

- Redesigned the GeForce.com website across multiple responsive breakpoints, enhancing user experience and increasing site engagement.
- Designed campaign banners, marketing emails, and landing pages for game launches and promotions, driving higher user engagement and improved conversion rates.
- Uploaded and managed final assets within the company's digital asset library, ensuring easy access and a streamlined workflow for the design team.
- Managed multiple projects concurrently to meet business objectives and strict deadlines, improving delivery efficiency and client satisfaction.

Mobilogix

UI/UX Designer

June 2016 - April 2017 · Irvine, CA

- Collaborated closely with the development team to design and develop the company's product.
- Created user personas, defined tasks for each persona, and mapped user flows.
- Designed and developed sketches, wireframes, and mobile UI screens for iOS and Android platforms.
- Built clickable, interactive mockups and prototypes for cross-platform experiences, facilitating stakeholder feedback and iterative design improvements.
- Developed comprehensive branding, design systems, and style guidelines, strengthening brand identity and ensuring design consistency across products.

EDUCATION

Academy of Art University

San Francisco, CA

2011 - 2016

Bachelor of Fine Arts in Interaction & UI/UX Design

SKILLS

- Product Design
- Product Strategy
- UI/UX Design
- Art Direction
- Branding & Identity Design
- Usability Testing & Research
- Wireframing & User Flows
- Prototyping
- Visual Design
- Responsive Design
- Web Development

TOOLS

Design: Figma, Sketch, Framer, Photoshop, Illustrator

AI: Firefly, ChatGPT, Google Gemini, . DALL-E

Prototyping: Principle, Zeplin, Invision

Web & Coding: HTML, CSS, Wordpress, Sitecore, Elementor

Motion & Editing: After Effects, Premier Pro