

SUMMARY

Visual, Product and UX designer with 8+ years of experience designing high-impact digital tools and platforms for health, wellness, and education. I specialize in intuitive UX, clean UI systems, and user-centered design that drives growth. Proven track record creating high-conversion digital experiences in health tech, education, and startups.

EXPERIENCES

Freelance Graphic & Visual Designer | Various clients | New York | June 2014 – Present

- Delivered full creative services including user flow diagrams, responsive web design, branding, social media campaigns, and digital design for startups and nonprofits.
- Advised on content and brand strategy with an emphasis on scalable campaign systems for high-velocity marketing.
- Collaborated with cross-functional teams (writers, developers, marketers) to create scalable creative frameworks.
- Partnered with early-stage startups to shape product strategy, define UX flows, and create responsive web/mobile designs in Figma—translating complex ideas into clear, engaging experiences.

Graphic & Visual Designer | Stanford Blood Center (SBC), Stanford Health Care | Remote | April 2019 – Dec 2024

- Led end-to-end product design of a mobile blood donor app—developed user flows, wireframes, and prototypes in Figma; partnered with engineers to launch features that increased user engagement by 30%.
- Produced cross-platform digital assets (motion graphics, paid ads, landing pages), driving a boost in registrations; optimized visuals for performance marketing and user conversion; streamlined asset creation and ensured consistency across platforms.
- Ran user interviews and engagement analysis to improve digital donor experience; iterated features to drive higher retention and usability.
- Used Figma, After Effects, and Adobe Suite to prototype motion graphics and visual flows supporting digital campaigns.

Program Director & Professor of Design | Azusa Pacific University | Remote | June 2019 – Present

- Designed and taught an MA program in UX Design with curriculum focused on user psychology, UI principles, design systems, and product development. Guided students through UX research methods, persona development, wireframes, and hi-fi prototyping. Facilitated workshops and critiques that mirrored real-world UX/UI design team practices.
- Built scalable course experiences on Canvas LMS and led cross-departmental collaboration to launch the program.

Project Lead & Creative Strategist | teamLab | Tokyo, Japan & El Paso, TX | August 2016 – July 2018

- Directed interactive installations that combined UX research, digital storytelling, and spatial experience design.
- Developed user flows and iterative prototypes to improve engagement and usability of museum-based digital exhibits.
- Led cross-disciplinary collaborations, ensuring project alignment with research and educational objectives.

PRODUCT HIGHLIGHTS

Donor Mobile App, Stanford Health Care: Led product design for donor engagement; improved UX/UI; increased app usage 30%.

GoLocker Lunar Campaign: Rebranded for a targeted campaign at a storage startup—boosted visibility with optimized marketing.

UX Curriculum, Azusa Pacific University: Designed a scalable learning platform tailored for UX design education.

TOOLS & SKILLS

- Figma, Adobe Suite, After Effects, Principle, PowerPoint.
- UX Research, wireframing, prototyping.
- Design systems, brand strategy, marketing, motion design, social media, presentation design.
- collaborative, cross-functional, creative direction, education, team leadership.

EDUCATION | SCHOLARSHIP

Harvard Graduate School of Education

Master's in Education in Arts in Education concentration (design education) | Cambridge, MA

Rhode Island School of Design

Bachelor of Fine Arts in Painting and concentration in History of Visual Culture | Providence, RI

Fulbright Research Grant

Artist Research | Seoul, South Korea