

Multidisciplinary UX/UI and visual designer with 8+ years of experience bridging user-centered design, storytelling, and product strategy. Proven track record creating high-conversion digital experiences in health tech, education, and startups. Expert in Figma, prototyping, motion design, and design systems.

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 startups 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 that drive engagement and retention.
- Consulted on UX/UI strategies for websites and mobile products, including wireframes, content structure, and visual hierarchy.

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

- Led UX/UI design of a donor mobile app, driving a 30% increase in engagement; collaborated with product and engineering to implement user flows, wireframes, and visual systems.
- Produced cross-platform digital assets (motion graphics, paid ads, landing pages), driving a 148.5% boost in registrations; optimized visuals for performance marketing and user conversion.
- Conducted user research and engagement analysis to iterate on digital experiences, improving donor acquisition and retention.
- Created design systems and templates to streamline asset creation and ensure consistency across platforms.
- 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.

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

TOOLS & EXPERTISE

UX & Product Design: Wireframing, Prototyping, Interaction Design, Design Systems, Design Thinking, UX Research

Marketing & Brand: Performance Marketing, Email Design, Landing Pages, Brand Strategy, Art Direction

Tools: Figma, Adobe Creative Suite, After Effects, Premiere, WordPress, Canvas LMS

Analytics & Collaboration: A/B Testing, Engagement Analysis, Agile Workflow, Cross-Functional Teams