

## Work

### UX Designer

Disaster Accountability Project Remote · Oct 2023 – Current; Volunteer

- Partner with a UX design team to build a user journey map informed by user personas and research data.
- Create survey pages for domestic and international NGOs utilizing the UI design library.
- Collaborate with a UX design lead and product owner to establish cohesive design components across desktop, tablet, and mobile devices.

### Sr. Digital Designer

Travel + Leisure Remote · May 2023 – October 2023; Contract

- Created digital marketing assets including landing pages and email newsletters for campaigns based on brand guidelines.
- Improved and maintained the UI design components with Creative and UX teams to keep efficient and cohesive across marketing design templates.
- Collaborated with designers, copywriters and marketing directors to create and deliver the digital marketing assets to various stakeholders from lifestyle industry within the project timeline.

### Specialist, Digital Production

Tiffany & Co. New York, NY · February 2022 – May 2023; Full-time

- Collaborated with creative and marketing teams to build campaign guidelines.
- Communicated with project managers to proceed multiple projects based on project timeline.
- Designed and managed responsive digital banner ads per device sizes and UI elements for global markets.
- Created multiple digital campaign assets such as banner ad, MMS (still and dynamics), video, and marketing email based on the campaign guidelines for global markets.

### Digital Production Designer

Peloton Interactive Remote · April 2021 – January 2022; Contract

- Conducted competitive research to get design idea for new digital marketing campaigns.
- Created moodboards and initial design concepts and layouts with art directors for new projects.
- Communicated with domestic and international stakeholders before proceeding projects to finalize digital marketing concepts for markets.

### Digital Production Designer

Coach New York, NY · January 2018 – April 2021; Full-time

- Collaborated with art directors to design international websites and landing pages for brand events.
- Designed digital and print banner ads, social paid ads, and marketing emails for global markets based on brand guidelines.
- Worked in collaboration with project managers and marketing directors to create digital marketing assets for international stakeholders.

### Freelance Digital Designer

Various Companies · Fashion, Healthcare November 2016 – February 2018; Contract

- Conducted research and presented fresh marketing campaign concepts to art directors for fashion brands.
- Created design templates for various digital advertising assets.
- Collaborated with art directors to create digital banner ads, marketing emails, and social paid ads for the brands.
- Created the brand identity, website, marketing collaterals, and infographics for a healthcare company.

## Education

### UI/UX Design Certificate

UX Academy | DesignLab

December 2021 – October 2022

### BFA Communication Design

Parsons School of Design

New York, NY

January 2012 – May 2016

## Skills

User Research

UX Design

UI Design

Storytelling

Information Architecture

Task / User Flows

Card Sorting

User Personas

Wireframing

Usability Testing

HTML / CSS

Branding

Concept

Typography

Illustration

## Tools

Figma

Sketch

Adobe XD

Adobe Photoshop

Adobe After Effects

Optimal Workshop

Whimsical

Miro

Maze

Jira

Notion

Smartly

AdForm

Keynote

SharePoint

Microsoft Office