



## Personal Statement

A passionate UX/UI Designer with a multidisciplinary background in project management and marketing living in Minneapolis, MN.

### Certifications

- Prime Digital Academy - Human-Computer Interaction
- Udemy - HTML5, CSS3, Bootstrap 5, JavaScript, ECMAScript 6, Angular & React JS
- Udemy - Responsive UX/UI Design in Figma
- Udemy - UI Design Handoff to Development
- IBM- Enterprise Design Thinking Practitioner
- Deque University - Designing an Accessible User Experience
- Deque University - Accessibility Fundamentals - Disabilities, Guidelines, and Laws
- Google - Analytics for Beginners
- Facebook - Certified Digital Marketing

## Professional Experience

### UX Designer II | Patterson Companies

Mendota, MN | 05/2023 - Current

- Revolutionized the entire eCommerce search results process by spearheading a comprehensive transformation initiative by presenting to multiple teams and senior leadership.
- Implemented and advocated for the adoption of innovative design software, fostering enhanced cross-functional collaboration across the company, resulting in streamlined workflows and improved project outcomes.
- Sole UX designer responsible for conceptualizing and designing multiple unique user experiences tailored to distinct business units within the organization, effectively balancing diverse requirements and delivering high-quality, user-centric solutions that contributed to overall business growth and success.

### UX/UI Designer | Prime Digital Academy

Minneapolis, MN | 08/2022 - 12/2022

I spent 18 weeks solving real-world business problems for multiple clients from improving designs, user experiences, and product features. Some of the methods and tools I used are below:

- Cognitive Walkthrough
- Competitive Analysis
- Contextual Inquiry
- Deep Dive
- Heuristic Analysis
- A/B Testing
- Kano Analysis
- Task Analysis
- Think-Aloud Protocol
- Stakeholder Interviews
- User Interviews
- User Stories & Scenarios
- Affinity Diagramming
- Design Systems
- Interactive Prototyping
- Low/High Fidelity Wireframes
- Screen & User Flows
- Touchpoint Strategy Map

### APEX Games- A game development studio changing the world with Apex crypto coins.

- Conducted generative research and user interviews to create user-centric design systems for a play-to-earn crypto casino game.
- Led cross-functional team meetings, research methodologies, and operational processes for optimal collaboration among designers, engineers, and product managers.

### Internship On Demand- Improving career outcomes through real workplace experience.

- Presented complex design concepts to key stakeholders and facilitated consensus on design direction.
- Collaborated with engineers on design solutions that resulted in high-fidelity design concepts and features.



## Professional Experience

### **Co-founder & UX Designer** | Ua Si Creative

Minneapolis, MN | 05/2020 - 09/2022

- Designed wireframes and prototypes using Figma, iterated based on stakeholder and user feedback, and managed design projects using Agile methodologies.
- Clients included: KaYing Yang (Commissioner President Biden's Asian Americans, Native Hawaiians, and Pacific Islanders Advisory Board), Ciceron, City of Bloomington, Artistry, Xcel Energy, Hennepin County, Hmong American Farmers Association, Forecast Art, Springboard for the Arts, and many more....

### **Manager, Paid Social Media** | Ciceron

Minneapolis, MN | 07/2021 - 03/2022

- Executed paid and organic content on multiple social media platforms - resulting in a 5% increase in impressions.
- Collaborated with vendors and partners to optimize campaign goals and developed traffic attribution strategies on client websites.

### **Project Manager & Visual Designer** | City of Minneapolis

Minneapolis, MN | 04/2019 - 06/2021

- Spearheaded the development of a new website, directing site architecture, content strategy and management, and SEO keywords for optimal search results.
- Led the 2020 Census online and offline, resulting in a 75.1% self-response rate, the highest in the nation.

### **Project Manager & Visual Designer** | Northern Lights.mn

Minneapolis, MN | 06/2016 - 02/2019

- Designed webpages utilizing design system and brand guidelines.
- Led the development of a new program engaging with diverse communities in Minnesota - resulting in an 80% increase in new partners and clients.
- Managed the largest nighttime arts festival - creating engaging experiences for over 50,000 attendees.

### **Project Associate** | Asian Economic Development Association

St. Paul, MN | 09/2014 - 08/2016

- Influenced the growth of key small businesses to generate over \$100K of revenue during Little Mekong Night Market with over 14K in attendance in its second year - a 60% increase from the previous year.
- Recruited, supervised, and led a team of leaders across sectors to build a large arts festival.
- Managed a budget of \$30,000 to ensure all team priorities were funded.

## Education

### **User Experience Design and Research**

Prime Digital Academy

### **Master of Professional Studies in Arts and Cultural Leadership**

University of Minnesota

### **Bachelor of Fine Art - Photography**

University of Oklahoma

## Skills

Figma, Adobe XD, Illustrator, Photoshop, Lightroom, Canva, Miro, Sketch, Illustration, Model Making, HTML/CSS, Javascript, Design Thinking, Content Strategy, Wordpress, Squarespace