

Experience

First Product Hire

Product Designer (contract)

Nov 2023 - Present

New York, NY

- Comprehensive redesign of responsive mobile and desktop screens in Shopify to increase conversion
- Collaborate with PM and engineer to facilitate hand off and implementation
- Assemble mood boards, market comps, and brand guidelines to receive buy-in from client stakeholders

Brasserie Mémère

Product Designer & PM

Jun 2023 - Present

Closter, NJ

- Redesigned desktop and mobile screens to inspire new guests and uphold larger brand experience
- Improved user engagement by increasing contact form submissions by +15%
- Presented key strategy & findings to 4 stakeholders

ByteSize Learning

Product Designer & PM

Mar 2023

New York, NY

- Led 3 week project to deliver hi-fi frames for a new asynchronous learning platform on desktop
- Designed achievement tracker and scalable design system to increase success rate of free trial bookings by +22%

Chanel Inc.

Merchandise Planning Manager

Jul 2016 - Apr 2022

New York, NY

- Promoted 3x within 5 years, grew topline sales +67%
- Modeled forecasts for 5,000+ SKUs using past sales data and industry trends
- Collaborated with PM and engineers to ideate and implement a new mobile app impacting 1,700+ POS

Projects

MooChaCha App

Product Designer

Mar 2023

New York, NY

- Collaborated with software engineers to successfully build out a mobile ice cream app
- Handed off hi-fi Figma prototype to engineers and assessed whether each component was up to spec

Strollers Navigation App

Product Designer

Feb 2023

New York, NY

- Created responsive mobile & laptop designs for login, route filter, & walk statistics pages
- Improved walk recap viewership by +50% by simplifying route completion page visuals

Education

General Assembly

Certification UX Design

Jan 2023 - Apr 2023

Rutgers University

B.S. Supply Chain Mgmt

May 2016

Hong Kong University

Study Abroad Program

Jan - Jun 2015

Skills

Research

Usability Testing, Journey Mapping, Personas, Information Architecture, User Interviews, Card Sorting, Data Analysis

Design

Product Design, UX/UI Design, Wireframing, Prototyping, Visual Design, Handoff, Storytelling

Tools

Figma, Adobe XD, Zeplin, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Miro, Optimal Workshop