

CORE FIELDS OF STUDY

GRAPHIC DESIGN

- Branding
- Print Design
- Digital Design
- Software**
- Adobe CC Suite
- Photography
- Animation

UI DESIGN

- Low & Hi Fidelity Wireframes
- Feature Prioritization
- Web Development
- Interactive Prototypes
- Languages**
- HTML/CSS3
- Wordpress
- Bootstrap 4



UX DESIGN

- Persona Creation
- Journey Flows
- Heuristic Analysis
- Task Usability Testing
- Design Thinking
- Psychology
- Software**
- Sketch
- Invision

PRODUCT MANAGEMENT

- Product Ideation
- Customer Segments
- Roadmaps
- KPI
- Marketing
- Prioritization
- A/B Testing

EDUCATION



WORK EXPERIENCE

Avenue i Media September 2017 - Current

Experience: UI / UX / Digital Designer / Front-End Developer

- Designed low & high fidelity wireframes and interactive flows on sketch & Invision to communicate design ideas.
- Delivered multiple websites for AiM's online services, which included branding, graphic design, coding and animation.
- Implemented usability testing with heatmaps tools such as CrazyEgg, and reported results directly to the co-founder.
- Applied goal and event tracking in google analytics for behavioral analysis and market segmentation.
- Designed and presented design solutions for CEO website ideas, click through goals and technology availability.

Freelance June 2016 - 2020

Experience: UX Design / Product Management / Client Management

- Designed brand and websites for star-up clients in addition to web development and speed optimization.
- Developed lead generation strategy with clients and advised on product messaging for website and PPC ads. (2019-2020)
- Implemented market competitive analysis to find unique value propositions and competitive edge.
- Applied heuristic evaluation of competitors to determine best design and message position.

RankSharks March 2015-March 2016

Experience: Development Department Manager / Web Developer / UX designer

- Managed a team of developers and oversaw task flow and quality, while I developed projects myself.
- Increased efficiency of web development department which increased sales of web design projects.
- Developed client brand, including digital graphics, Wordpress development, which included wireframes and mock-ups.
- Lead discoverability meetings with clients as well as feature specifications, prioritization and timeline.
- Optimized websites for SEO through meta-data and helped clients set up their email management software.

ADspotting August 2015-December 2016

Experience: Visual Designer / Co-Founder

- Lead customer segment development by assessing user needs, creating personas and performing interviews.
- Delivered comparative analysis and heuristic evaluation to find a competitive edge and develop feature prioritization.
- Conceptualized interface by using card sorting, information architecture (IA), user flows and site mapping.
- Designed UI by using wireframes and high fidelity prototypes for testing.

PTM Images July 2014-March 2015

Experience: Project Management / Graphic Artist

- Managed hospitality projects and production plans for the St. Regis Hotel in China.
- Developed art work and 3D wall installations for the St Regis and three out of four project proposals were accepted.
- Gained production and advance image editing skills.