

ABOUT ME

I'm a UX/UI designer coming from a background in ethnographic research. I thrive in fast-paced collaborative environments, and advocate for user empathy to solve problems.

SKILLS & TOOLS

Research and Design

Interviewing	Wireframing
Contextual Inquiry	Responsive web design
Survey design	Mobile design
User Personas	Prototyping
Journey mapping	Usability testing
Affinity diagramming	HTML
Competitive analysis	CSS
Site mapping	Javascript

Software

Sketch	InVision
Zeplin	Axure
Jira	Keynote
Adobe CC	WordPress
Proto.io	Qualtrics

EDUCATION

SUNY Albany

Sep 2005 – Dec 2008
Master of Arts in Sociology

University of Massachusetts Amherst

Sep 2001 – Jan 2005
Bachelor of Arts in Sociology
Chinese minor
Asian American Studies certificate

Chinese University of Hong Kong

Sep 2003 – May 2004
Study Abroad

WORK EXPERIENCE

UX/UI Design Apprentice

Intrepid Pursuits | Jun 2017 – Aug 2017

- Designed information architecture, wireframes, and mockups.
- Collaborated with designers, developers, and product managers using Abstract, Zeplin, and Jira to manage user stories and design sprints.

UX/UI Designer

DESIGNATION | Sep 2016 – Mar 2017

- Conducted competitive analysis research, usability testing, and desirability testing.
- Delivered mockups, prototypes, and style guides.
- Collaborated in a fast-paced agile-design environment.

Academic Programs Manager

Boston University CELOP | Mar 2012 – Sep 2016

- Acted as de facto webmaster, database designer, and presentation designer.
- Designed surveys to understand the service experience. Synthesized research findings and made program improvements.
- Managed relationships with 12 international clients, and collaborated regularly with them on program development and coordination.

Assistant Director

Northeastern University Global | Jun 2009 – Mar 2012

- Built a database still in use by staff today to manage enrollment and advising.
- Planned events, presented information sessions, and ran orientation workshops.

Research and Teaching Assistant

State University of New York at Albany | Sep 2005 – Jan 2008

- Taught a discussion section on research methodology.
- Delivered lectures and ran review sessions for classes as large as 350 students.

RESEARCH

Producing Asian American Identity(ies): Through YouTube and the Emergent Amateur Public Sphere

Master's Thesis for **Department of Sociology, SUNY Albany** | Dec 2007 – Oct 2008

- Developed a sampling method, viewed and analyzed 646 videos.
- Constructed a content analysis framework to analyze and present findings.

ABCs in Hong Kong: Chinese American Identity in a Hong Kong Cultural Context

Senior Thesis for **Department of Sociology, UMass Amherst** | Sep 2004 – Dec 2004

- Conducted survey design & analysis, and in-depth interviews.

Research on migrant laborers in China and Macao | Jan 2004 - Jun 2004

- Conducted contextual field visits to garment and shoe factories.
- Conducted In-depth interviews with factory workers and subject matter experts.