

UX Designer | Graphic Designer | Marketing Assistant

Research-driven designer with a background in business, UX/UI, and graphic communication. Experienced in designing and launching websites, creating scalable design systems, and developing marketing assets that drive engagement. Skilled in user research, wireframing, prototyping, and usability testing, with proficiency in Figma and Adobe Creative Cloud. Valued for cross-functional collaboration that delivers user-centered solutions aligned with business goals. Certified in UX/UI Design from UC Berkeley Extension.

Skills

Design Tools - Figma | Adobe CC (Illustrator, Photoshop, InDesign) | Procreate | Webflow | Shopify

UX/UI - User Research | Information Architecture | Design Systems | Wireframing | UX Copywriting

Marketing & Branding - Logo Design | Brand Identity | Social Media Assets | Visual Storytelling

Web - HTML CSS (basic) | SEO | Developer Hand-off

Experience

Product Designer

Self-Employed | Remote & San Francisco Bay Area | Sep 2022 – Present

Project Highlights

- Developed a responsive website for Rachol, an LA-based clothing startup. Structured site to highlight product quality and company values. Created a scalable design system and improved accessibility across mobile devices accounting for 80% of users.
- Designed a logo and marketing assets for JA Dropping Science, an educational content creator. Delivered adaptable visuals for use across platforms. Increased audience recognition by 20% in the first month.
- Partnered with visual artist Ines Hamadi to redesign her personal website and brand. Conducted usability testing for navigation and new features. The redesign improved accessibility and elevated her professional identity with new brand assets.

UX/UI Designer

Crowley Case Group | San Francisco | Oct 2022 – Dec 2023

- Led the brand and website redesign for Crowley Case Group, a Yardi consulting firm. Developed a design strategy informed by user interviews and competitor analysis.
- Designed the information architecture, brand system, and content strategy, improving mobile usability and brand consistency.
- Collaborated with a developer to launch a custom-built website, ensuring design fidelity and on-time delivery through clear communication and iteration.
- Delivered brand guidelines and a polished web experience that enhanced clarity, professionalism, and client engagement. Responsive design and 30% reduction in navigation depth contributed to increased client inquiries.

Event Coordinator & Graphic Designer

TEAM Enterprises (Client: Bacardi) | California Region | Jun 2020 – Sep 2022

- Oversaw logistics, event set-up, and brand consistency at high-profile event activations.
- Strengthened guest-facing experience, enhancing brand image.
- Developed coordination and communication skills in fast-paced live environments, later integrated into the design thinking process.

Education

UC Berkeley Extension | Oct 2022 – Apr 2023

- Certification in UX/UI

California Polytechnic State University, San Luis Obispo | 2017 – 2021

- BS in Business Administration | Industrial Technology and Packaging Concentration
- Graphic Communication Minor