



EXPERIENCE

Wish

Product Designer • Feb 2022 – Present

- ◆ Leading product design on the Incentives, Post-Purchase, Wish After Dark, and Wish Local pods, spanning both the B2B and B2C spaces
- ◆ Increased company GMV by 4% and lifted number of buyers across all platforms by 2%, by designing a new 0-1 feature, “Wish After Dark” (launched 100% worldwide)

Associate Product Designer • Apr 2021 – Feb 2022

- ◆ Nearly doubled ad click-through rate to 2.37% for target users by designing a new welcome-bonus onboarding experience (launched 100% worldwide)
- ◆ Increased the average weekly store leads generated by 16% on the web landing page by designing a way for stores to get in touch with our team (launched 100% US)

Product Design Intern • Jan 2021 – Apr 2021

- ◆ Increased sign up rate for Wish Local stores on web and app sign up flow by 50%, from 22% to 33% (launched 100% worldwide)
- ◆ Received overwhelmingly positive user research reviews for multi-screen signup experience (100% “clear and straightforward,” 100% “satisfied with new length,” 80% “solid understanding of next steps”)

Nalytics

Product Designer (Contract) • Jul – Sep 2020

- ◆ Spearheaded a product design consulting project for pre-launch startup, Nalytics, involving user research, prototyping, information architecture, and crafting a basic design system

CBRE

Graphic Designer • Aug 2019 – Dec 2020

- ◆ Developed visual design solutions for business development initiatives across six Bay Area offices
- ◆ Collaborated with internal teams including research, sales, and brokerage to create compelling visual stories and win new business

EDUCATION

Santa Clara University

Sep 2014 – Jun 2018

- ◆ Bachelor of Science Degree
- ◆ Psychology Major
- ◆ Communication Minor

SKILLS

Design

- ◆ User Research
- ◆ Usability Testing
- ◆ Prototyping
- ◆ Accessibility
- ◆ Interaction Design
- ◆ Design Systems
- ◆ Information Architecture
- ◆ Affinity Mapping
- ◆ Journey Mapping
- ◆ Card Sorting

Software

- ◆ Figma
- ◆ Sketch
- ◆ Adobe XD
- ◆ InVision
- ◆ Illustrator
- ◆ Photoshop