

## PROFESSIONAL SUMMARY

Detail-focused Lead Visual Designer adept in crafting accessible user interfaces and spearheading visual design strategies. Proficient in Figma, with a proven track record of enhancing user experiences and brand identity through meticulous design and documentation. Excels in guiding teams towards high-quality deliverables and systematic problem resolution within the visual domain.

## LINKS

[My Portfolio](#)

[LinkedIn](#)

[Instagram](#)

[Latest Project](#)

## SKILLS

Systems Thinking

Collaborative Leadership

Strategic Visioning

Accessibility Design

Design Documentation

Brand Consistency

Team Mentorship

Project Ownership

Feedback Integration

Visual Design

Figma

Branding

User Interface

Typography

Stakeholder Engagement

## EMPLOYMENT HISTORY

SEP 2022 - SEP 2023

### Visual Experience Designer, HP Inc., Remote

- Played an active role in strategizing the future creative direction of our visual brand and UX for a new mobile app, digital ads, and landing pages.
- Pioneered a sustainable design system, enhancing team efficiency, brand consistency, and cross-departmental collaboration.
- Passionately advocated for user-centric design by championing data-driven research to create our templates, high-fidelity prototypes, and visual design artifacts.
- Implemented ad funnels into our UI in refreshing ways to boost user engagement and product sales.

MAR 2021 - SEP 2022

### Visual Designer II, Attentive, Remote

- Spearheaded the collaboration between Product, Marketing, and Brand teams, delivering memorable visual assets for web and print such as social media ads and marketing collateral.
- Optimized our email design system by conducting A/B tests to develop templates that ignited user engagement and conversion.
- Exhibited visionary leadership by mentoring designers in best accessibility practices, fostering team growth and development.
- Significantly boosted client acquisition with compelling pitch decks.

MAR 2019 - APR 2020

### Instructor, ECC, Osaka

- Took charge of organic social to elevate the school's profile and promote our key messages.
- Crafted seasonal in-person marketing events, including copy-written materials and promotional video/photo shoots, which resulted in positive student feedback, increased enrollment, and improved retention rates.
- Initiated forward-thinking educational approaches, aligning with emerging academic needs.

## DESIGN PROJECTS

### Design Lead, #imspeakingbeattentive

- Highlighted our brand identity with visual assets including swag, email newsletters, campaign assets, infographics, and weekly presentations
- Increased awareness, community engagement, and membership by 17% during Women's History Month and exceeded goals for our donation campaign by 20%.

### Digital Designer, Carta

- Conceptualized a visual brand and marketing campaign with a fresh creative idea that amplifies Carta's identity with production-ready assets for digital and print.
- Leaned on my creative direction to create innovative illustrations for event collateral, apparel, customer packaging, and flyers.

## **EDUCATION**

AUG 2015 - JUN 2017

**Bachelor's Degree in English, University of California-Los Angeles, Los Angeles**