

### WORK EXPERIENCE

#### DESIGN LEAD & FOUNDER | Lux Horizon, LLC.

JUNE 2024 - PRESENT | PHILADELPHIA, PA

Providing UX design services, specializing in creating responsive digital products that align with clients' branding goals and business visions, while enhancing understanding of the user through quantitative and qualitative research.

##### Title Authority, LLC.

NOV. 2024 - PRESENT

- Led the end-to-end redesign of an insurance company's website, enhancing visual consistency, information hierarchy, and brand presence.
- Conducted semi-structured interviews and analyzed website traffic analytics to identify user pain points and drive data-informed design decisions.
- Collaborated with stakeholders to align UX writing and content strategy with branding goals, ensuring the content was user-friendly and accessible.
- Performed usability testing, achieving a 32% reduction in Time on Task and a 90% improvement in System Usability Scale (SUS) scores.

##### Medical Illustrator Portfolio

JUNE 2024 - PRESENT

- Developed a portfolio using Framer for a medical illustrator and student, strategically enhancing their professional presence and increasing opportunities for research collaborations.
- Curated and organized an art gallery that highlights the client's work, aligning with their visual aesthetics and reinforcing their personal brand identity.

#### UX DESIGN INTERN | Zaiye Design

JUNE 2023 - SEPT 2023 | SHANGHAI, CHINA (REMOTE)

- Responsible for the design of a therapeutic LED light and sound experience for a digital design company, focusing on innovative, user-centered solutions.
- Conducted market research, delivered key insights, and performed competitive audits to identify market gaps and inform design strategies.
- Facilitated user interviews to uncover pain points in bathroom experiences, maintaining an empathetic approach while addressing sensitive topics.
- Designed low- and high-fidelity prototypes using Figma and curated engaging social media content to strengthen brand identity and boost audience engagement.

#### RESEARCH ASSISTANT | Oberlin College

SEPT 2023 - MAY 2024 | OBERLIN, OH

##### Computer Science Department | Molly Q Feldman PhD

JAN 2023 - MAY 2024

- Designed experimental methods for a replication study, developed R code to analyze text datasets for quality control, and authored the article introduction discussing crowdsourcing frameworks and replication practices in academia.

##### Psychology Department | Danielle Godon-Decoteau PhD

MAY 2023 - SEPT 2023

- Co-authored a poster study on the moderating effect of neighborhood ethnic density on color-blind ideologies and colonial mentality in Asian Americans, drafted the discussion section, and designed the poster using Figma and Gestalt Principles for the 2023 APA convention.

##### Psychology Department | Katherine Lawson PhD

SEPT 2022 - DEC 2022

- Assisted in a meta-science study on citing practices in psychology by conducting literature reviews and coding demographics to uncover racial and gender patterns in academia.

### EDUCATION

#### OBERLIN COLLEGE & CONSERVATORY OF MUSIC

SEPT. 2019 - MAY 2024 | OBERLIN, OH

##### BA Psychology & BM Piano Performance (5 year, Dual Degree Program) — GPA: 3.7

- Badminton Club Co-founder and Treasurer- drafted ad hoc proposals to secure funding and organized club events
- E.T.H.A.N. Project- taught piano to a student with Autism
- Club soccer

### SKILLS

User Research  
Market Research  
Competitive Audits  
Lo/Hi-Fidelity Wireframing  
Prototyping  
Affinity Diagramming  
Information Architecture  
User Flows  
Interaction Design  
Data Visualization  
Design Systems  
Usability Testing  
Conducting Interviews  
Stakeholder Management  
Proficient in Mandarin Chinese & Spanish

### TOOLS

Figma  
Adobe Illustrator  
Adobe Photoshop  
Python  
R Programming Language  
SPSS  
MATLAB  
Qualtrics XM  
Framer  
Webflow  
Google Analytics

### CERTIFICATION

Google UX Design 7-part Certificate

### VOLUNTEER

Music & art therapist @Compassus Hospice

Co-organized Performathon for CHOP, a nonprofit fundraiser that raised over \$12,000 for the Children's Hospital of Philadelphia

### INTEREST

Etsy shop owner for handmade clay art  
NN/g and Science Vs Podcasts  
Soccer & Fitness