

CONTACT

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PROFILE

Product Designer with 5+ years of experience building scalable SaaS and enterprise products across ERP, B2B, and consumer platforms. Strong in UX research, design systems, and accessibility (WCAG 2.1), simplifying complex workflows into high-impact user experiences. Leads end-to-end design execution and leverages AI tools to accelerate prototyping, collaboration, and delivery.

EDUCATION

Cal State East Bay, Hayward, California

Aug 2022 - May 2024 | GPA: 4/4
Master's in Human-Computer Interaction

University of California, Berkeley

Aug - Dec 2023 | GPA: 4/4
Master's Extension - Storytelling in UX

LASALLE College of the Arts, Singapore

Aug 2016 - May 2019
Bachelor's in Fashion Media and Industries

SKILLS

- UX Research & Strategy:** User Interviews, Journey Mapping, Usability Testing, Heuristic Evaluation, A/B Testing, Information Architecture, User Flows
- Product & Interaction Design:** Design Systems (Material UI, Atomic Design), Wireframing & Prototyping (Lo/Hi-Fi), Responsive & Mobile-First Design, Accessibility (WCAG 2.1, ARIA), Micro-interactions, Data Visualization
- Tools & Collaboration:** Figma, FigJam, Protopie, Miro, Jira, Confluence; Agile/Scrum delivery
- AI-Enhanced Workflows:** AI-accelerated prototyping, ideation, design exploration, and content generation (ChatGPT, Gemini, MidJourney, Adobe Firefly)
- Programming & Handoff:** HTML, CSS, JavaScript (p5.js); front-end collaboration and design-to-engineering handoff

PROFESSIONAL EXPERIENCE

Product Designer (Remote)

HCM Empower, South Carolina | Oct 2025 - Present

- Redesigning website UX and acquisition strategy to unlock growth, achieving a **200%** increase in monthly customer conversions.

Product Designer

Everest ERP Systems, Mountain View, CA | Oct 2024 - Sep 2025

- Led design and delivery of Customer Issue Portal, boosting customer satisfaction by **63%** and cutting issue resolution time by **42%** within **3 months**.
- Redesigned Notification Center, reducing missed alerts by **35%** based on usability testing with **100+** users; completed design handoff.
- Delivered Notes Module with micro-interactions and content strategy, doubling user engagement and increasing daily active users by **24**.
- Revamped the Vendor Bill page by improving responsive design and accessibility; early indicators suggest a **55%** increase in customer satisfaction and a **23%** reduction in support tickets.
- Updated Subscription Modal leveraging user journey mapping and error prevention, resulting in a **32%** decrease in user confusion and a **14%** improvement in subscription completion rate.
- Led redesign of Purchase Request and Order modules, accelerating task completion by **42%**, saving an estimated **202** hours per month for procurement teams.
- Enhanced Fixed Assets user interface with data visualization and consistency heuristics, increasing tracking accuracy by **22%** across **1,000+** assets.
- Improved Sidebar Preview with progressive disclosure and interactive UI components, tripling document access speed and reducing navigation time by **52%**.

UX Design Intern

IMUA Studio, San Francisco, CA | Jun - Aug 2023

- Led design of "Quilt", a compassionate funeral services app for a non-profit, employing interaction design, journey mapping, and rapid prototyping; achieved **98%** user satisfaction in testing with **54** users over **2** months.
- Revamped SaaS dashboard for Neon Rose, a talent agency serving **205+** clients, leveraging user research and UX ideation; secured 90% satisfaction in a client-selected focus group of **5** key stakeholders.
- Spearheaded redesign of San Francisco's Casual Carpool platform used by **10,000+** commuters, driving an **82%** improvement in user understanding and reducing average trip planning time by **27%** through targeted usability testing.

Designer (Remote)

Ogilvy, Mumbai, India | Dec 2019 - Jul 2022

- Led Amazon Prime's 2022 Price Hike Campaign, driving a **25%** increase in subscriber renewals and **19%** growth in new memberships through targeted marketing strategies.
- Directed TVC/film advertising for TATA Motors, increasing brand visibility by **35%** and contributing to a **15%** rise in market share.
- Orchestrated Hindustan Unilever's Bhavani Devi Tokyo Olympics 2020 ad, generating **10M+** views and an **18%** boost in brand affinity.
- Led marketing ideation for Ponds with Ogilvy Singapore, resulting in **23%** growth in product sales and strengthened brand positioning.