

## UX CONSULTANT

June 2015 - Feb 2016, Oct 2016 - Present

### H A V I

**Championed** user-centered approach for a predictive analytics machine learning solution for restaurant marketers

**Researched** personas and conducted competitive analysis to guide product roadmap and requirements gathering

**Delivered** end-to-end prototypes of onboarding, dashboard, data visualization, and natural language processing user interface

### T E M P O I Q

**Actualized** design strategy of an enterprise business suite for an Internet of Things analytics startup

**Delivered** polished designs with two week agile cycles

**Coordinated** with CMO to deliver brand and style guide

### M A T T E R M A R K

**Led** design consultancy team to deliver MVP and product vision to help users discover and search for the best startup blogs

### U R X

**Iterated** and A/B tested new mobile microinteractions to increase user engagement

### S A M A G R O U P

**Delivered** workflow and UI to help microworker agents assess skills

## PRODUCT DESIGNER

March - Oct 2016

### W R A P M E D I A

**Owned** design for "Enterprise Readiness" product category for a startup that empowered non-technical users to create seamless mobile web apps with 100K+ views/month

**Researched**, strategized and launched user workflow improvements for the primary authoring tool, increasing task efficiency

**Brainstormed**, prototyped and guerilla tested animations on load that reduced user bounce rate by 5-30%

## education

NEW YORK UNIVERSITY ABU DHABI

BA in Economics

## UX DESIGN INTERN

Feb - May 2015

**Conducted**, documented and analyzed primary research through interviews, experience maps, diary studies, and usability studies

**Assisted** in turning research insight into actionable content strategies for internal university departments and digital marketing

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## skills

USER INTERFACE DESIGN

INTERACTION DESIGN

RAPID PROTOTYPING

WIREFRAMING

USER RESEARCH

VISUAL DESIGN

ANIMATION DESIGN

WEB DEVELOPMENT

## tool kit

SKETCH

INVISION

HTML/CSS

PRINCIPLE

ADOBE CREATIVE SUITE

## languages

JAVASCRIPT (JQUERY)

PYTHON

MANDARIN CHINESE

SPANISH

CATS