

EXPERIENCE

DESERVE / SELFSCORE: Menlo Park, CA
Visual Designer

February 2016–June 2018

PRODUCT TEAM RESPONSIBILITIES

- Working with Developers to implement designs.
- Creating prototypes using Principle and Invision.
- Prototyping web elements and functionality.
- Redesign of customer application and dashboard, that drove 2 times the conversions before redesign.

MARKETING TEAM

- Creating a new style for the company, web look and feel, marketing assets and ads.
- Redesign website and ensure brand consistency through out all assets.
- Worked with developers to get website changes implemented and launched.

MICHAEL PATRICK PARTNERS: Menlo Park, CA
Front-End Developer / Designer

March 2015–December 2015

WEBSITE DESIGN / DEVELOPMENT

- Designed websites for star-up clients and worked with developers to code websites from hi-def mock-ups.
- Worked on CMS template style websites in Wordpress and Squarespace, including manually editing code to style templates.
- Prototyping web elements and functionality.

BRANDING / IDENTITY

- Branded start ups and educational institution programs looking to make the world a better place.
- Worked on creating easy to follow style guides for freshly branded companies.
- Applied brands to new projects and collateral.

1185 DESIGN: Palo Alto, CA
Designer

March 2014–October 2014

WEBSITE DESIGN

- Designed fun interactive websites for star ups, marketing campaigns and educational institutions.
- Worked with developers to create websites from mock-ups to live version.
- Provided developers interactive prototypes and animated mock-ups.

BRANDING / IDENTITY

- Branded Start ups, Educational Institutions, Programs and Campaigns.
- Created enviromental graphics, packaging, invitations, collateral and web assets based on current brands.
- Expanded on the brand ecosystem and experience.

RANDLE DESIGN: Palo Alto, CA
Designer

November 2011–March 2014

WEBSITE DESIGN

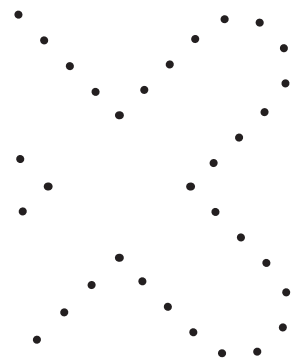
- Designed website layouts and concepts from the ground up.
- Provided developers with spec sheets on final website design.
- Built websites from site map, wireframes to hi-fidelity mock-ups and coded final design.

BRANDING / IDENTITY DESIGN

- Designed brand identities, involving logos, letterheads, business cards, collateral templates, email templates, websites and powerpoint.
- Expanded exsiting brands to give them a fresh new look, and create new assets.

APPLICATION DESIGN

- Created digital applications for Android and iOS for consumer brands.
- Oversaw their userflow, brand usage and experience to ensure quality and ease of use.



SKILLS

SOFTWARE

Adobe Creative Suite
HTML / CSS / JavaScript
Framer / Origami / Principle / Invision
Sketch App
Microsoft Office / Google Docs

PROCESS

Wireframing / User Testing
Lo-Fi/Hi-Fi Mock-ups
Prototyping
Spec Sheets / Redlining
Print Production

EDUCATION

San José State University, 2011

Degree: Bachelor of Fine Art, Graphic Design

Member: AIGA, NEO

ACHIEVEMENTS

Graphic Design USA Web Design Award Oct 2015

Next Question Design Exhibition May 2011

SJSU GD at Seoul Women's University Exhibition

June 2010

SJSU GD at Kyungwon University Exhibition

June 2010

San José State University Dean's Scholar 2010-2011

